

Indonesia Prepaid Cards Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The Indonesia prepaid cards market reached a value of US\$ 22.3 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 59.1 Billion by 2027, exhibiting at a CAGR of 17.8% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

A prepaid card is also known as 'stored-value card' that uses preloaded transaction funds. These cards do not require any bank account to be linked as they can be used by anyone irrespective of their credit rating, income, status, or someone holding the bank account. Some prepaid cards cannot be reloaded and are disposed after their value is used up. On the other hand, reloadable prepaid cards can be refilled with funds.

Indonesia has witnessed tremendous development in the e-commerce industry, pushing the younger population to use the internet payment platform. Younger population prefer card as their payment method over others which is driving the adoption of prepaid cards in the country. Moreover, the growing use of POS (Point of Service), EDC terminals and ATM facilities in Indonesia have motivated retailers to use electrical payment methods that encourage consumers to use prepaid cards. The government has also pushed the Prepaid Cards Market through numerous projects focusing cashless economy such as the cashless toll road scheme in 2017. However, there is also some reduction in average transaction values as large numbers of customers entered the cashless payment system and increasing numbers of banks that have exacerbated Indonesia's prepaid industry.

IMARC Group's latest report provides a deep insight into the Indonesia prepaid cards market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Indonesia prepaid cards market in any manner.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Indonesia prepaid cards market, along with forecasts at the country and regional level from 2022-2027. Our report has categorized the market based on card type, purpose and vertical.

Breakup by Card Type

Closed Loop Cards

Open Loop Cards

Open loop cards currently dominate the market, holding the largest share.

Breakup by Purpose

Transportation

Gas/Fuel

Food and Beverages

Others

Transportation segment currently dominate the market, holding the largest share.

Breakup by Vertical

Retail

Corporate/Organization

Government

Others

Amongst these, corporate/organization currently represent the leading segment accounting for majority of the market share.

Breakup by Region

Java
Sumatra
Kalimantan
Sulawesi
Others

Amongst these, Java region accounts for the highest market share.

Competitive Landscape:

The report has also examined the competitive landscape of the Indonesia prepaid cards market. Some of the major players include:

Mandiri Bank
Bank DKI
Bank Negara Indonesia
Bank Central Asia
Bank Rakyat Indonesia
Bank BNI

Key Questions Answered in This Report:

How has the Indonesia prepaid cards market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the Indonesia prepaid cards market?

What is the breakup of the Indonesia prepaid cards market based on the card type?

What is the breakup of the Indonesia prepaid cards market based on the purpose?

What is the breakup of the Indonesia Prepaid Cards Market based on the vertical?

What is the breakup of the Indonesia prepaid cards market based on the region?

What are the various stages in the value chain of the Indonesia prepaid cards market?

What are the key driving factors and challenges in the Indonesia prepaid cards market?

What is the structure of the Indonesia prepaid cards market and who are the key players?

What is the degree of competition in the Indonesia prepaid cards market?

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