

# China Prepaid Card Retail Consumer Dynamics & Retail Spend Analysis, 2011-2020 - Market Trends and Drivers by Demographics, Retail Spend, and Card Usage

<https://marketpublishers.com/r/C0967C4E07DEN.html>

Date: January 2016

Pages: 55

Price: US\$ 900.00 (Single User License)

ID: C0967C4E07DEN

## Abstracts

This report from PayNXT360 provides insights into consumer attitude and behaviour along with market size and forecast of overall prepaid (pay before) cards, offering a wealth of insights to help companies understand this growing but quickly changing market:

**Consumer attitude and behaviour:** Drawing from proprietary survey results, this report identifies and interprets key prepaid KPIs, including spend by age, gender, and income level. In addition, it provides an overview of how consumers are currently using prepaid cards across five key categories – travel, bill payment, retail spend, cash withdrawal, and P2P transfers. It also provides a breakdown by transaction size.

**Retail spend:** Breaks down retail spend across 11 categories to provide detailed insights on consumer behaviour and changing dynamics of prepaid card spend.

**Market dynamics:** Provides a comprehensive view on size and structure, industry dynamics, market trends, consumer attitude and behaviour, and competitive landscape in the prepaid card industry.

**Open loop and closed loop:** Provides market estimates and forecasts to assess opportunities in open loop and closed loop prepaid market segments. Details four essential KPIs – number of cards in circulation, number of transactions, load value, and value of transactions.

Benchmarking and risk index: Benchmarks the prepaid card industry in the country with key global markets along with a risk assessment through PayNXT360's proprietary Prepaid Cards Industry Risk Index (PCIRI).

Innovation and market strategies: Explores prepaid card strategies, including innovations across categories, competitive positioning, and new product launches.

## Contents

### **1. ABOUT THIS REPORT**

- 1.1 Summary
- 1.2 Scope
- 1.3 Methodology
- 1.4 Definitions
- 1.5 About PayNXT360
- 1.6 Related Research
- 1.7 Disclaimer

### **2. CHINA PREPAID CARD STRATEGY AND PRODUCT INNOVATION**

#### **2. CHINA PREPAID CARD – ANALYSIS AND OPINION ON MARKET DYNAMICS, STRATEGY, AND PRODUCT INNOVATION**

- 2.1 Analysis of Key Market Dynamics and Drivers
- 2.2 Strategy and Product Innovation
- 2.3 Market Opportunities across Key Prepaid Card Segments

### **3. CHINA PREPAID CARD INDUSTRY MARKET ATTRACTIVENESS**

- 3.1 Prepaid Card Market Size and Future Growth Dynamics by Key Performance Indicators
  - 3.1.1 China Prepaid Card – Gross Dollar Value Trend Analysis, 2011-2020
  - 3.1.2 China Prepaid Card – Transaction Value Trend Analysis, 2011-2020
  - 3.1.3 China Prepaid Card – Transaction Volume Trend Analysis, 2011-2020
  - 3.1.4 China Prepaid Card – Number of Cards Trend Analysis, 2011-2020
- 3.2 Market Share Analysis by Functional Attributes – Open Loop vs. Closed Loop, 2011 – 2020
- 3.3 Prepaid Card Market Share Analysis by Consumer Segments
- 3.4 Benchmarking China Open Loop with Key Global Markets
  - 3.4.1 Global Prepaid Card Industry Snapshot – Top 40 Markets and Hotspots
  - 3.4.2 Prepaid Cards Market Opportunity – Global Benchmarking in Value Terms, 2011-2020
  - 3.4.3 PayNXT360 Global Prepaid Card Risk Index
- 3.5 Prepaid Card Fraud Statistics

## **4. CHINA OPEN LOOP PREPAID CARD FUTURE GROWTH DYNAMICS, 2011 – 2020**

### 4.1 Trend Analysis by Key Performance Indicators

- 4.1.1 Open Loop Prepaid Card – Gross Dollar Value Trend Analysis, 2011-2020
- 4.1.2 Open Loop Prepaid Card – Transaction Value Trend Analysis, 2011-2020
- 4.1.3 Open Loop Prepaid Card – Transaction Volume Trend Analysis, 2011-2020
- 4.1.4 Open Loop Prepaid Card – Number of Cards Trend Analysis, 2011-2020

### 4.2 Market Share Analysis by Open Loop Prepaid Card Categories

## **5. CHINA CLOSED LOOP PREPAID CARD FUTURE GROWTH DYNAMICS, 2011 – 2020**

### 5.1 Closed Loop Prepaid Card – Gross Dollar Value Trend Analysis, 2011-2020

### 5.2 Closed Loop Prepaid Card – Transaction Value Trend Analysis, 2011-2020

### 5.3 Closed Loop Prepaid Card – Transaction Volume Trend Analysis, 2011-2020

### 5.4 Closed Loop Prepaid Card – Number of Cards Trend Analysis, 2011-2020

## **6. CHINA PREPAID CARDS CONSUMER USAGE TRENDS**

### 6.1 Prepaid Card Spend Analysis by Age Group

- 6.1.1 Trend Analysis by Age Group in Value Terms
- 6.1.2 Trend Analysis by Age Group in Volume Terms

### 6.2 Prepaid Card Transaction Value and Volume Analysis by Income Group

- 6.2.1 Trend Analysis by Income Group in Value Terms
- 6.2.2 Trend Analysis by Income Group in Volume Terms

### 6.3 Prepaid Card Transaction Value Analysis by Gender

### 6.4 Prepaid Cards Usage Analysis

### 6.5 Prepaid Cards Analysis by Transaction Size

## **7. CHINA OPEN LOOP PREPAID CARDS RETAIL SPEND DYNAMICS**

### 7.1 Spend Analysis by Retail Segment, Value

### 7.2 Spend Analysis by Retail Segment, Volume

### 7.3 Prepaid Penetration by Retail Categories

## List Of Figures

### LIST OF FIGURES

Figure 1: PayNXT360's Methodology Framework

Figure 2: China Prepaid Card – Gross Dollar Value Trend Analysis (US\$ Million), 2011-2020

Figure 3: China Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 4: China Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020

Figure 5: China Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020

Figure 6: China Prepaid Cards – Market Share Analysis (Value) by Open Loop vs. Closed Loop, 2011 – 2020

Figure 7: China Prepaid Card Market Share Analysis by Consumer Segments (Value)

Figure 8: Global Prepaid Card Industry Snapshot – Top 40 Markets and Hotspots

Figure 9: Prepaid Cards Benchmarking China Open Loop with Key Global Markets, 2011-2020

Figure 10: PayNXT360 Global Prepaid Card Risk Index, 2015

Figure 11: China Prepaid Cards Fraud Statistics by Type of Fraud, 2011-2020

Figure 12: China Open Loop Prepaid Card – Gross Dollar Value Trend Analysis (US\$ Million), 2011-2020

Figure 13: China Open Loop Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 14: China Open Loop Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020

Figure 15: China Open Loop Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020

Figure 16: China Open Loop Prepaid Card – Market Share Analysis by Open Loop Prepaid Card Categories

Figure 17: China Closed Loop Prepaid Card – Gross Dollar Value Trend Analysis (US\$ Million), 2011-2020

Figure 18: China Closed Loop Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 19: China Closed Loop Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020

Figure 20: China Closed Loop Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020

Figure 21: China Prepaid Card – Trend Analysis by Age Group in Transaction Value Terms

- Figure 22: China Prepaid Card – Trend Analysis by Age Group in Volume Terms
- Figure 23: China Prepaid Card – Trend Analysis by Income Group in Value Terms
- Figure 24: China Prepaid Card – Trend Analysis by Income Group in Volume Terms
- Figure 25: China Prepaid Card – Trend Analysis by Gender in Value Terms
- Figure 26: China Prepaid Card – Usage Analysis
- Figure 27: China Prepaid Card – Analysis by Transaction Size
- Figure 28: China Prepaid Card – Spend Analysis by Retail Segment, Value
- Figure 29: China Prepaid Card – Spend Analysis by Retail Segment, Volume
- Figure 30: China Prepaid Card – Prepaid Penetration by Retail Categories

## List Of Tables

### LIST OF TABLES

Table 1: China Prepaid Card – Gross Dollar Value Trend Analysis (US\$ Million), 2011-2020

Table 2: China Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 3: China Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020

Table 4: China Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020

Table 5: China Prepaid Cards – Market Share Analysis (Value) by Open Loop vs. Closed Loop, 2011 – 2020

Table 6: China Open Loop Prepaid Card – Gross Dollar Value Trend Analysis (US\$ Million), 2011-2020

Table 7: China Open Loop Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 8: China Open Loop Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020

Table 9: China Open Loop Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020

Table 10: China Closed Loop Prepaid Card - Gross Dollar Value Trend Analysis (US\$ Million), 2011-2020

Table 11: China Closed Loop Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 12: China Closed Loop Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020

Table 13: China Closed Loop Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020

## I would like to order

Product name: China Prepaid Card Retail Consumer Dynamics & Retail Spend Analysis, 2011-2020 - Market Trends and Drivers by Demographics, Retail Spend, and Card Usage

Product link: <https://marketpublishers.com/r/C0967C4E07DEN.html>

Price: US\$ 900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C0967C4E07DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970



