

# **China Prepaid Cards Business and Investment Opportunities – Market Size and Forecast (2011-2020), Targeting Strategies, Analysis of Business Trends, Consumer Attitude & Behaviour, Retail Spend, Market Risk, Competitive Landscape and Market Innovation**

<https://marketpublishers.com/r/C50424DFF6AEN.html>

Date: January 2016

Pages: 75

Price: US\$ 1,900.00 (Single User License)

ID: C50424DFF6AEN

## **Abstracts**

This report from PayNXT360 provides a strategic analysis of prepaid (pay before) cards, offering a wealth of insights to help companies understand this growing but quickly changing market:

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

**Prepaid card categories:** Details market opportunities across 11 market segments in prepaid cards for the period 2011-2020 and identifies potential risks, and consumer adoption.

**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).

**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.

**Gift cards:** Drawing from proprietary survey results, this report provides in-depth analysis of opportunities in both open loop and closed loop prepaid gift card categories. Assesses consumer behaviour by type of consumer (retail and corporate), gifting occasion, card type (paper, plastic, digital), and market share by retail categories.

**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 – 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

### **8. CHINA GIFT CARDS MARKET SIZE AND FORECAST, 2011-2020**

#### 8.1 Gift Cards – Transaction Value Trend Analysis, 2011-2020

#### 8.2 Market Size and Forecast by Functional Attribute

- 8.2.1 Open Loop Gift Card – Transaction Value Trend Analysis, 2011-2020

- 8.2.2 Closed Loop Gift Card – Transaction Value Trend Analysis, 2011-2020
- 8.3 Market Size and Forecast by Consumer Segments
  - 8.3.1 Trend Analysis by Retail Consumer Segment
  - 8.3.2 Trend Analysis by Corporate Consumer Segment
- 8.4 Market Share Analysis by Retail Categories
- 8.5 Market Share Analysis by Gifting Occasion
- 8.6 Market Share Analysis by Card Type
- 8.7 Market Share Analysis by Purchase Location

## **9. CHINA CORPORATE PREPAID CARDS MARKET SIZE AND FORECAST, 2011-2020**

- 9.1 Corporate Prepaid Card – Transaction Value Trend Analysis, 2011-2020
- 9.2 Analysis by Key Corporate Prepaid Card Categories
  - 9.2.1 Prepaid Business Expense Card – Transaction Value Trend Analysis, 2011-2020
  - 9.2.2 Payroll Card – Transaction Value Trend Analysis, 2011-2020
  - 9.2.3 Corporate Incentive Prepaid Card – Transaction Value Trend Analysis, 2011-2020
  - 9.2.4 Consumer Incentive Prepaid Card – Transaction Value Trend Analysis, 2011-2020

## **10. CHINA GOVERNMENT / BENEFIT PREPAID CARDS MARKET SIZE AND FORECAST, 2011-2020**

## **11. CHINA GENERAL PURPOSE PREPAID CARDS MARKET SIZE AND FUTURE GROWTH DYNAMICS**

## **12. CHINA TRAVEL PREPAID CARDS TRANSACTION VALUE TREND ANALYSIS AND FORECAST, 2011-2020**

## **13. CHINA REMITTANCE PREPAID CARDS TRANSACTION VALUE TREND ANALYSIS AND FORECAST, 2011-2020**

## **14. CHINA TEEN AND CAMPUS PREPAID CARDS TRANSACTION VALUE TREND ANALYSIS AND FORECAST, 2011-2020**

## **15. CHINA HEALTHCARE AND INSURANCE PREPAID CARDS TRANSACTION VALUE TREND ANALYSIS AND FORECAST, 2011-2020**



## 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

Figure 31: China Prepaid Gift Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 32: China Open Loop Prepaid Gift Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 33: China Closed Loop Prepaid Gift Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 34: China Prepaid Gift Card – Market Size and Forecast by Retail Consumer Segment (Transaction Value in US\$ Million), 2011-2020

Figure 35: China Prepaid Gift Card – Market Size and Forecast by Corporate Consumer Segment (Transaction Value in US\$ Million), 2011-2020

Figure 36: China Prepaid Gift Card – Market Share Analysis by Retail Categories (by Value)

Figure 37: China Prepaid Gift Card – Market Share Analysis by Gifting Occasion (by Value)

Figure 38: China Prepaid Gift Card – Market Share Analysis by Card Type (by Value)

Figure 39: China Prepaid Gift Card – Market Share Analysis by Purchase Location (by Value)

Figure 40: China Corporate Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 41: China Business Expense Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 42: China Payroll Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 43: China Corporate Incentive Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 44: China Consumer Incentive Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 45: China Government Benefit and Other Program Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 46: China General Purpose Prepaid Card – Transaction Value Trend Analysis



(US\$ Million), 2011-2020

Figure 47: China Open Loop Travel Prepaid Card – Transaction Value Trend Analysis

(US\$ Million), 2011-2020

Figure 48: China Remittance Prepaid Card – Transaction Value Trend Analysis (US\$

Million), 2011-2020

Figure 49: China Teen and Campus Prepaid Card – Transaction Value Trend Analysis

(US\$ Million), 2011-2020

Figure 50: China Insurance Prepaid Card – Transaction Value Trend Analysis (US\$

Million), 2011-2020

## 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

Table 14: China Gift Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 15: China Open Loop Prepaid Gift Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 16: China Closed Loop Prepaid Gift Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 17: China Prepaid Gift Card – Market Size and Forecast by Retail Consumer Segment (US\$ Million), 2011-2020

Table 18: China Prepaid Gift Card – Market Size and Forecast by Corporate Consumer Segment (US\$ Million), 2011-2020

Table 19: China Corporate Prepaid Card – Transaction Value Trend Analysis (US\$

Million), 2011-2020

Table 20: China Business Expense Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 21: China Payroll Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 22: China Corporate Incentive Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 23: China Consumer Incentive Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 24: China Government Benefit and Other Program Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 25: China General Purpose Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 26: China Open Loop Travel Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 27: China Remittance Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 28: China Teen and Campus Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 29: China Insurance Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

## I would like to order

Product name: China Prepaid Cards Business and Investment Opportunities – Market Size and Forecast (2011-2020), Targeting Strategies, Analysis of Business Trends, Consumer Attitude & Behaviour, Retail Spend, Market Risk, Competitive Landscape and Market Innovation

Product link: <https://marketpublishers.com/r/C50424DFF6AEN.html>

Price: US\$ 1,900.00 (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/C50424DFF6AEN.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