

# **Colombia 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/CD7E5B5D28BEN.html>

Date: January 2016

Pages: 55

Price: US\$ 900.00 (Single User License)

ID: CD7E5B5D28BEN

## **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.

## **SCOPE**

**Market data and insights:** It details market opportunities across key market segments in prepaid cards for the period 2011-2020 and identifies potential risks. Market estimates and forecasts assess overall prepaid card industry on four essential KPIs – number of cards in circulation, number of transactions, load value, and value of transactions.

**Prepaid segments by card function:** Closed loop and open loop segments

**Consumer segments:** Retail, Corporate, and Public Sector

**Consumer spend segments:** Age, Income, Gender

**Retail spend categories:** Food and Grocery, Health & Beauty, Apparel and Footwear, Books/Music/Video, Consumer Electronics, Pharmacy and Wellness, Gas Station, Restaurants & Bars, Toys, Kids & Babies, Media and Entertainment, Services

## **REASONS FOR PURCHASE**

**In-depth understanding of prepaid card market dynamics:** Understand market opportunity, key trends and drivers along with five year forecast (2011-2020).

**Develop market specific strategies:** Identify growth segments and target specific opportunities to formulate your prepaid cards strategy; assess market specific key trends, drivers and risks in prepaid cards industry.

Get insights into consumer attitude and behaviour: Understand changing consumer attitude and behaviour and boost ROI. Get detailed insights into retail spend through prepaid cards.

Establish market attractiveness: Gain insights into market attractiveness relative to other global markets through PayNXT360's proprietary Prepaid Cards Industry Attractiveness and Risk Index.

Explore innovation and competitive strategy: Understand the competitive landscape, major players, and prepaid card market innovation.

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