

Global Open Loop Prepaid Cards Market Intelligence, Innovation, Strategy, and Future Growth Dynamics - Market Size and Forecast (2011-2020) for Top 20 Global Markets, Targeting Strategies, Emerging Avenues and Business Models, Strategic Insight, Key Trends, and Innovation

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Abstracts

In the last few years, open loop prepaid cards have transformed the global payments landscape in more ways than ever imagined. Use of the card category has evolved from a tool promoting financial inclusion among the unbanked and underbanked population to a payment method delivering convenience and security to consumers across various segments. Consumers continue to demand greater functionality in their open loop prepaid cards which is resulting in innovations across the card category globally. This report discusses market drivers and innovations of major open loop prepaid card categories – general purpose reloadable cards, travel cards, payroll cards, government benefit cards, and gift cards.

Drawing from proprietary survey results, this report identifies and interprets key KPIs of open loop card innovation and strategies adopted to gain market share. The report focuses on offering innovative examples from global markets on how open loop prepaid cards are evolving and how this space is expected to pan out over the next five years. In addition, the report offers in-depth market size and forecast of open loop card categories for leading 20 countries, breaking it down by key functional KPIs (open loop transaction value, load value, transaction volume, and number of cards) and key segments – general purpose reloadable cards, travel cards, payroll cards, government benefit cards, and gift cards.

Market dynamics: Provides a comprehensive view on size and structure, industry dynamics, market trends, consumer attitude and behaviour in open loop prepaid card industry.

Market data and forecast: Provides market estimates and forecasts to assess opportunities across open 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 5 key open loop market segments for the period 2011-2020 and identifies potential risks, and consumer adoption. These segments include general purpose reloadable cards, travel cards, payroll cards, government benefit cards, and gift cards.

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

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