

# Iran Prepaid Card Retail Consumer Dynamics & Retail Spend Analysis (Databook Series), 2011-2020 - Market Trends and Drivers by Demographics, Retail Spend, and Card Usage

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## Abstracts

This is a data centric report, primarily consisting of charts and tables. 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).

## 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. IRAN PREPAID CARD STRATEGY AND PRODUCT INNOVATION**

- 2.1 Analysis of Key Emerging Trends and Drivers
- 2.2 Competitive Landscape Snapshot

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

- 3.1 Prepaid Card Market Size and Future Growth Dynamics by Key Performance Indicators
  - 3.1.1 Iran Prepaid Card – Gross Dollar Value Trend Analysis, 2011-2020
  - 3.1.2 Iran Prepaid Card – Transaction Value Trend Analysis, 2011-2020
  - 3.1.3 Iran Prepaid Card – Transaction Volume Trend Analysis, 2011-2020
  - 3.1.4 Iran 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 Iran 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. IRAN 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. IRAN 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. IRAN 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. IRAN 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: Iran Prepaid Card – Gross Dollar Value Trend Analysis (US\$ Million), 2011-2020

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

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

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

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

Figure 7: Iran 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 Iran Open Loop with Key Global Markets, 2011-2020

Figure 10: PayNXT360 Global Prepaid Card Risk Index, 2015

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

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

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

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

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

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

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

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

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

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

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

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

## List Of Tables

### LIST OF TABLES

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

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

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

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

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

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

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

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

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

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

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

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

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

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