

# **Italy Prepaid Cards Business and Investment Opportunities (Databook Series) – Market Size and Forecast (2011-2020), Consumer Attitude & Behaviour, Retail Spend, Market Risk**

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## **Abstracts**

This is a data centric report, primarily consisting of charts and tables. This report from PayNXT360 provides trend analysis (market size and forecast) of prepaid (pay before) cards, offering a wealth of insights to help companies understand this growing but quickly changing market.

**Market dynamics:** Provides data and forecast which helps in understanding size and structure, industry dynamics, market trends, and consumer attitude and behaviour 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.

**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.

## 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. ITALY PREPAID CARD INDUSTRY MARKET ATTRACTIVENESS

- 2.1 Prepaid Card Market Size and Future Growth Dynamics by Key Performance Indicators
  - 2.1.1 Italy Prepaid Card – Gross Dollar Value Trend Analysis, 2011-2020
  - 2.1.2 Italy Prepaid Card – Transaction Value Trend Analysis, 2011-2020
  - 2.1.3 Italy Prepaid Card – Transaction Volume Trend Analysis, 2011-2020
  - 2.1.4 Italy Prepaid Card – Number of Cards Trend Analysis, 2011-2020
- 2.2 Market Share Analysis by Functional Attributes – Open Loop vs. Closed Loop, 2011 – 2020
- 2.3 Prepaid Card Market Share Analysis by Consumer Segments
- 2.4 Benchmarking Italy Open Loop with Key Global Markets
  - 2.4.1 Global Prepaid Card Industry Snapshot – Top 40 Markets and Hotspots
  - 2.4.2 Prepaid Cards Market Opportunity – Global Benchmarking in Value Terms, 2011-2020
  - 2.4.3 PayNXT360 Global Prepaid Card Risk Index
- 2.5 Prepaid Card Fraud Statistics

### 3. ITALY OPEN LOOP PREPAID CARD FUTURE GROWTH DYNAMICS, 2011 – 2020

- 3.1 Trend Analysis by Key Performance Indicators
  - 3.1.1 Open Loop Prepaid Card – Gross Dollar Value Trend Analysis, 2011-2020
  - 3.1.2 Open Loop Prepaid Card – Transaction Value Trend Analysis, 2011-2020
  - 3.1.3 Open Loop Prepaid Card – Transaction Volume Trend Analysis, 2011-2020
  - 3.1.4 Open Loop Prepaid Card – Number of Cards Trend Analysis, 2011-2020
- 3.2 Market Share Analysis by Open Loop Prepaid Card Categories

#### **4. ITALY CLOSED LOOP PREPAID CARD FUTURE GROWTH DYNAMICS, 2011 – 2020**

- 4.1 Closed Loop Prepaid Card – Gross Dollar Value Trend Analysis, 2011-2020
- 4.2 Closed Loop Prepaid Card – Transaction Value Trend Analysis, 2011-2020
- 4.3 Closed Loop Prepaid Card – Transaction Volume Trend Analysis, 2011-2020
- 4.4 Closed Loop Prepaid Card – Number of Cards Trend Analysis, 2011-2020

#### **5. ITALY PREPAID CARDS CONSUMER USAGE TRENDS**

- 5.1 Prepaid Card Spend Analysis by Age Group
  - 5.1.1 Trend Analysis by Age Group in Value Terms
  - 5.1.2 Trend Analysis by Age Group in Volume Terms
- 5.2 Prepaid Card Transaction Value and Volume Analysis by Income Group
  - 5.2.1 Trend Analysis by Income Group in Value Terms
  - 5.2.2 Trend Analysis by Income Group in Volume Terms
- 5.3 Prepaid Card Transaction Value Analysis by Gender
- 5.4 Prepaid Cards Usage Analysis
- 5.5 Prepaid Cards Analysis by Transaction Size

#### **6. ITALY OPEN LOOP PREPAID CARDS RETAIL SPEND DYNAMICS**

- 6.1 Spend Analysis by Retail Segment, Value
- 6.2 Spend Analysis by Retail Segment, Volume
- 6.3 Prepaid Penetration by Retail Categories

#### **7. ITALY GIFT CARDS MARKET SIZE AND FORECAST, 2011-2020**

- 7.1 Gift Cards – Transaction Value Trend Analysis, 2011-2020
- 7.2 Market Size and Forecast by Functional Attribute
  - 7.2.1 Open Loop Gift Card – Transaction Value Trend Analysis, 2011-2020
  - 7.2.2 Closed Loop Gift Card – Transaction Value Trend Analysis, 2011-2020
- 7.3 Market Size and Forecast by Consumer Segments
  - 7.3.1 Trend Analysis by Retail Consumer Segment
  - 7.3.2 Trend Analysis by Corporate Consumer Segment
- 7.4 Market Share Analysis by Retail Categories
- 7.5 Market Share Analysis by Gifting Occasion
- 7.6 Market Share Analysis by Card Type

## 7.7 Market Share Analysis by Purchase Location

## **8. ITALY CORPORATE PREPAID CARDS MARKET SIZE AND FORECAST, 2011-2020**

### 8.1 Corporate Prepaid Card – Transaction Value Trend Analysis, 2011-2020

### 8.2 Analysis by Key Corporate Prepaid Card Categories

#### 8.2.1 Prepaid Business Expense Card – Transaction Value Trend Analysis, 2011-2020

#### 8.2.2 Payroll Card – Transaction Value Trend Analysis, 2011-2020

#### 8.2.3 Corporate Incentive Prepaid Card – Transaction Value Trend Analysis, 2011-2020

#### 8.2.4 Consumer Incentive Prepaid Card – Transaction Value Trend Analysis, 2011-2020

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

## **10. ITALY GENERAL PURPOSE PREPAID CARDS MARKET SIZE AND FUTURE GROWTH DYNAMICS**

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

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

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

## **14. ITALY 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: Italy Prepaid Card – Gross Dollar Value Trend Analysis (US\$ Million), 2011-2020

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

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

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

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

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

Figure 10: PayNXT360 Global Prepaid Card Risk Index, 2015

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

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

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

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

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

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

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

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

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

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

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

Figure 22: Italy Prepaid Card – Trend Analysis by Age Group in Volume Terms

Figure 23: Italy Prepaid Card – Trend Analysis by Income Group in Value Terms

Figure 24: Italy Prepaid Card – Trend Analysis by Income Group in Volume Terms

Figure 25: Italy Prepaid Card – Trend Analysis by Gender in Value Terms

Figure 26: Italy Prepaid Card – Usage Analysis

Figure 27: Italy Prepaid Card – Analysis by Transaction Size

Figure 28: Italy Prepaid Card – Spend Analysis by Retail Segment, Value

Figure 29: Italy Prepaid Card – Spend Analysis by Retail Segment, Volume

Figure 30: Italy Prepaid Card – Prepaid Penetration by Retail Categories

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

(US\$ Million), 2011-2020

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

(US\$ Million), 2011-2020

Figure 48: Italy Remittance Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 49: Italy Teen and Campus Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 50: Italy Insurance Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020



## List Of Tables

### LIST OF TABLES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Million), 2011-2020

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

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

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

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

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

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

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

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

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

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

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