+44 20 8123 2220
info@marketpublishers.com

Kenya Prepaid Gift Cards Market Intelligence and Future Growth Dynamics (Databook Series) - Market Size and Forecast (2011-2020), Trends, and Consumer Attitude & Behaviour

https://marketpublishers.com/r/KB047771AC8EN.html
Date: January 2016
Pages: 45
Price: US$ 600.00 (Single User License)
ID: KB047771AC8EN

Abstracts

This is a data centric report, primarily consisting of charts and tables. This report from PayNXT360 provides a detailed data centric analysis of gift cards market along with overall market dynamics and consumer behaviour in Kenya. Please note that this is a data centric report, primarily consisting of charts and tables.

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.

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).

+44 20 8123 2220
info@marketpublishers.com

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.

+44 20 8123 2220
info@marketpublishers.com

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. KENYA PREPAID CARD INDUSTRY MARKET ATTRACTIVENESS

2.1 Prepaid Card Market Size and Future Growth Dynamics by Key Performance Indicators
  2.1.1 Kenya Prepaid Card – Gross Dollar Value Trend Analysis, 2011-2020
  2.1.2 Kenya Prepaid Card – Transaction Value Trend Analysis, 2011-2020
  2.1.3 Kenya Prepaid Card – Transaction Volume Trend Analysis, 2011-2020
  2.1.4 Kenya 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 Kenya 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. KENYA GIFT CARDS MARKET SIZE AND FORECAST, 2011-2020

3.1 Gift Cards – Transaction Value Trend Analysis, 2011-2020
3.2 Market Size and Forecast by Functional Attribute
  3.2.1 Open Loop Gift Card – Transaction Value Trend Analysis, 2011-2020
  3.2.2 Closed Loop Gift Card – Transaction Value Trend Analysis, 2011-2020
3.3 Market Size and Forecast by Consumer Segments
  3.3.1 Trend Analysis by Retail Consumer Segment
  3.3.2 Trend Analysis by Corporate Consumer Segment

+44 20 8123 2220
info@marketpublishers.com

3.4 Market Share Analysis by Retail Categories
3.5 Market Share Analysis by Gifting Occasion
3.6 Market Share Analysis by Card Type
3.7 Market Share Analysis by Purchase Location

4. KENYA PREPAID CARDS CONSUMER USAGE TRENDS

4.1 Prepaid Card Spend Analysis by Age Group
  4.1.1 Trend Analysis by Age Group in Value Terms
  4.1.2 Trend Analysis by Age Group in Volume Terms
4.2 Prepaid Card Transaction Value and Volume Analysis by Income Group
  4.2.1 Trend Analysis by Income Group in Value Terms
  4.2.2 Trend Analysis by Income Group in Volume Terms
4.3 Prepaid Card Transaction Value Analysis by Gender
4.4 Prepaid Cards Usage Analysis
4.5 Prepaid Cards Analysis by Transaction Size

5. KENYA OPEN LOOP PREPAID CARDS RETAIL SPEND DYNAMICS

5.1 Spend Analysis by Retail Segment, Value
5.2 Spend Analysis by Retail Segment, Volume
5.3 Prepaid Penetration by Retail Categories

+44 20 8123 2220
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

Figure 1: PayNXT360's Methodology Framework
Figure 2: Kenya Prepaid Card – Gross Dollar Value Trend Analysis (US$ Million), 2011-2020
Figure 3: Kenya Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Figure 4: Kenya Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020
Figure 5: Kenya Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020
Figure 6: Kenya Prepaid Cards – Market Share Analysis (Value) by Open Loop vs. Closed Loop, 2011 – 2020
Figure 7: Kenya 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 Kenya Open Loop with Key Global Markets, 2011-2020
Figure 10: PayNXT360 Global Prepaid Card Risk Index, 2015
Figure 11: Kenya Prepaid Cards Fraud Statistics by Type of Fraud, 2011-2020
Figure 12: Kenya Prepaid Gift Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Figure 13: Kenya Open Loop Prepaid Gift Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Figure 14: Kenya Closed Loop Prepaid Gift Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Figure 15: Kenya Prepaid Gift Card – Market Size and Forecast by Retail Consumer Segment (Transaction Value in US$ Million), 2011-2020
Figure 16: Kenya Prepaid Gift Card – Market Size and Forecast by Corporate Consumer Segment (Transaction Value in US$ Million), 2011-2020
Figure 17: Kenya Prepaid Gift Card – Market Share Analysis by Retail Categories (by Value)
Figure 18: Kenya Prepaid Gift Card – Market Share Analysis by Gifting Occasion (by Value)
Figure 19: Kenya Prepaid Gift Card – Market Share Analysis by Card Type (by Value)
Figure 20: Kenya Prepaid Gift Card – Market Share Analysis by Purchase Location (by Value)
Figure 21: Kenya Prepaid Card – Trend Analysis by Age Group in Transaction Value Terms

+44 20 8123 2220
info@marketpublishers.com

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

+44 20 8123 2220
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1: Kenya Prepaid Card – Gross Dollar Value Trend Analysis (US$ Million), 2011-2020
Table 2: Kenya Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Table 3: Kenya Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020
Table 4: Kenya Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020
Table 5: Kenya Prepaid Cards – Market Share Analysis (Value) by Open Loop vs. Closed Loop, 2011 – 2020
Table 6: Kenya Gift Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Table 7: Kenya Open Loop Prepaid Gift Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Table 8: Kenya Closed Loop Prepaid Gift Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Table 9: Kenya Prepaid Gift Card – Market Size and Forecast by Retail Consumer Segment (US$ Million), 2011-2020
Table 10: Kenya Prepaid Gift Card – Market Size and Forecast by Corporate Consumer Segment (US$ Million), 2011-2020

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Kenya Prepaid Gift Cards Market Intelligence and Future Growth Dynamics (Databook Series) - Market Size and Forecast (2011-2020), Trends, and Consumer Attitude & Behaviour

Product link: https://marketpublishers.com/r/KB047771AC8EN.html

Price: US$ 600.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/KB047771AC8EN.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

Custumer 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

+44 20 8123 2220
info@marketpublishers.com

and fax the completed form to +44 20 7900 3970