

# Kenya Prepaid Remittance Cards (Databook Series) - Market Size and Forecast (2011-2020), Trend Analyses into Market Opportunities and Future Growth Dynamics

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## Abstracts

This is a data centric report, primarily consisting of charts and tables. This report from PayNXT360 provides market size and forecast of remittance prepaid cards market along with overall market dynamics in Kenya.

**Remittance prepaid cards:** Drawing from proprietary survey results, this report provides market size and forecast for open loop remittance prepaid cards.

**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:** Provides market estimates and forecasts to assess opportunities in overall open loop prepaid market segment. 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).

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