

Kenya Prepaid Travel 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 travel prepaid cards market along with overall market dynamics in Kenya.

Travel prepaid cards: Drawing from proprietary survey results, this report provides market size and forecast for open loop travel 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).

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 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. KENYA PREPAID CARDS CONSUMER USAGE TRENDS

4.1 Prepaid Cards Usage Analysis

4.2 Prepaid Cards Analysis by Transaction Size

5. KENYA TRAVEL PREPAID CARDS TRANSACTION VALUE TREND ANALYSIS AND FORECAST, 2011-2020

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

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

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

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

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

Figure 17: Kenya Prepaid Card – Usage Analysis

Figure 18: Kenya Prepaid Card – Analysis by Transaction Size

Figure 19: Kenya Open Loop Travel Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

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

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

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

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

Table 10: Kenya Travel Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

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