

# **Russia Prepaid Gift Cards Market Intelligence and Future Growth Dynamics - Market Size and Forecast (2011-2020), Targeting Strategies, Analysis of Business and Consumer Trends, Consumer Attitude & Behaviour, and Market Innovation**

<https://marketpublishers.com/r/R5EBEDF219AEN.html>

Date: January 2016

Pages: 55

Price: US\$ 900.00 (Single User License)

ID: R5EBEDF219AEN

## **Abstracts**

This report from PayNXT360 provides a detailed analysis of gift cards market along with overall market dynamics and consumer behaviour in Russia.

**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).

**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.

**Innovation and market strategies:** Explores prepaid card strategies, including innovations across categories, competitive positioning, and new product launches.

## 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. RUSSIA PREPAID CARD – ANALYSIS AND OPINION ON MARKET DYNAMICS, STRATEGY, AND PRODUCT INNOVATION**

- 2.1 Analysis of Key Market Dynamics and Drivers
- 2.2 Strategy and Product Innovation
- 2.3 Market Opportunities across Key Prepaid Card Segments

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

- 3.1 Prepaid Card Market Size and Future Growth Dynamics by Key Performance Indicators
  - 3.1.1 Russia Prepaid Card – Gross Dollar Value Trend Analysis, 2011-2020
  - 3.1.2 Russia Prepaid Card – Transaction Value Trend Analysis, 2011-2020
  - 3.1.3 Russia Prepaid Card – Transaction Volume Trend Analysis, 2011-2020
  - 3.1.4 Russia 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 Russia 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. RUSSIA GIFT CARDS MARKET SIZE AND FORECAST, 2011-2020**

- 4.1 Gift Cards – Transaction Value Trend Analysis, 2011-2020
- 4.2 Market Size and Forecast by Functional Attribute
  - 4.2.1 Open Loop Gift Card – Transaction Value Trend Analysis, 2011-2020
  - 4.2.2 Closed Loop Gift Card – Transaction Value Trend Analysis, 2011-2020
- 4.3 Market Size and Forecast by Consumer Segments
  - 4.3.1 Trend Analysis by Retail Consumer Segment
  - 4.3.2 Trend Analysis by Corporate Consumer Segment
- 4.4 Market Share Analysis by Retail Categories
- 4.5 Market Share Analysis by Gifting Occasion
- 4.6 Market Share Analysis by Card Type
- 4.7 Market Share Analysis by Purchase Location

## **5. RUSSIA 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. RUSSIA 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

## List Of Figures

### LIST OF FIGURES

Figure 1: PayNXT360's Methodology Framework

Figure 2: Russia Prepaid Card – Gross Dollar Value Trend Analysis (US\$ Million), 2011-2020

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

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

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

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

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

Figure 10: PayNXT360 Global Prepaid Card Risk Index, 2015

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

Figure 12: Russia Prepaid Gift Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

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

Figure 14: Russia Closed Loop Prepaid Gift Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 15: Russia Prepaid Gift Card – Market Size and Forecast by Retail Consumer Segment (Transaction Value in US\$ Million), 2011-2020

Figure 16: Russia Prepaid Gift Card – Market Size and Forecast by Corporate Consumer Segment (Transaction Value in US\$ Million), 2011-2020

Figure 17: Russia Prepaid Gift Card – Market Share Analysis by Retail Categories (by Value)

Figure 18: Russia Prepaid Gift Card – Market Share Analysis by Gifting Occasion (by Value)

Figure 19: Russia Prepaid Gift Card – Market Share Analysis by Card Type (by Value)

Figure 20: Russia Prepaid Gift Card – Market Share Analysis by Purchase Location (by Value)

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

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

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

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

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

Figure 26: Russia Prepaid Card – Usage Analysis

Figure 27: Russia Prepaid Card – Analysis by Transaction Size

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

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

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

## List Of Tables

### LIST OF TABLES

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

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

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

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

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

Table 6: Russia Gift Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

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

Table 8: Russia Closed Loop Prepaid Gift Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Table 9: Russia Prepaid Gift Card – Market Size and Forecast by Retail Consumer Segment (US\$ Million), 2011-2020

Table 10: Russia Prepaid Gift Card – Market Size and Forecast by Corporate Consumer Segment (US\$ Million), 2011-2020

## I would like to order

Product name: Russia Prepaid Gift Cards Market Intelligence and Future Growth Dynamics - Market Size and Forecast (2011-2020), Targeting Strategies, Analysis of Business and Consumer Trends, Consumer Attitude & Behaviour, and Market Innovation

Product link: <https://marketpublishers.com/r/R5EBEDF219AEN.html>

Price: US\$ 900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R5EBEDF219AEN.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**

Customer 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



and fax the completed form to +44 20 7900 3970