

# **Switzerland 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. SWITZERLAND PREPAID CARD INDUSTRY MARKET ATTRACTIVENESS**

- 2.1 Prepaid Card Market Size and Future Growth Dynamics by Key Performance Indicators
  - 2.1.1 Switzerland Prepaid Card – Gross Dollar Value Trend Analysis, 2011-2020
  - 2.1.2 Switzerland Prepaid Card – Transaction Value Trend Analysis, 2011-2020
  - 2.1.3 Switzerland Prepaid Card – Transaction Volume Trend Analysis, 2011-2020
  - 2.1.4 Switzerland 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 Switzerland 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. SWITZERLAND 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. SWITZERLAND 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. SWITZERLAND 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. SWITZERLAND 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. SWITZERLAND 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. SWITZERLAND 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. SWITZERLAND GOVERNMENT / BENEFIT PREPAID CARDS MARKET SIZE AND FORECAST, 2011-2020**

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

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

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

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

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

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

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

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

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

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

Figure 10: PayNXT360 Global Prepaid Card Risk Index, 2015

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

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

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

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

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

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

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

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

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

Figure 20: Switzerland Closed Loop Prepaid Card – Number of Cards Trend Analysis

('000), 2011-2020

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

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

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

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

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

Figure 26: Switzerland Prepaid Card – Usage Analysis

Figure 27: Switzerland Prepaid Card – Analysis by Transaction Size

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

Figure 46: Switzerland General Purpose Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

Figure 47: Switzerland Open Loop Travel Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

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

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

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



## List Of Tables

### LIST OF TABLES

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Table 18: Switzerland Prepaid Gift Card – Market Size and Forecast by Corporate

Consumer Segment (US\$ Million), 2011-2020

Table 19: Switzerland Corporate Prepaid Card – Transaction Value Trend Analysis (US\$ Million), 2011-2020

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

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

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

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

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

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

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

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

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

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

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