

Indian Prepaid Card Market Outlook 2018

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Abstracts

Almost half of the population don't have deposit account with banks. This leads to the basic need for prepaid payment channels. Besides being an appropriate payment tool for the unbanked, prepaid cards have started to become preferred choice for corporate India and consumers at large. Though the penetration of prepaid cards is still low in the country, yet the market has a huge potential for growth. Further, entry of more number of banking and non-banking institutions in this segment is also widening the scope for the growth of prepaid card market in India.

In the latest research report "Indian Prepaid Card Market Outlook 2018", RNCOS' analysts have studied the Indian prepaid card market in terms of value and volume. Our research is an outcome of extensive primary & secondary research and thorough analysis of industry trends. For the study, we have conducted telephonic interviews with several banking & non-banking institutions and prepaid card retailers.

The report covers detailed analysis of the Indian prepaid card market, which has been further segmented into market by value and volume. The Indian prepaid card market in volume terms provides detailed forecast of the prospective number of prepaid cards in the country till 2018. This segment has been further divided into payroll cards, remittance cards & travel cards and market outlook till 2018 in volume terms have been provided for the same. In addition, this segment also sheds light on the penetration of travel and payroll cards in the country.

Further, a detailed insight on the Indian prepaid card market in value terms with forecast till 2018, along with its types like remittance cards, travel cards and payroll cards have also been covered in the report. In addition, a brief overview of several single purpose prepaid cards like meal card, healthcare card and transportation card is also provided in the report.

Besides, a section covering the preferred services of prepaid cards as used by consumers has also been included in the report to highlight the major application areas of prepaid cards in the country. The report has further incorporated various drivers which would drive the market, followed by roadblocks which are acting as an hindrance for growth of the market. We have also included a detailed competitive landscape which includes the business overview along with the product portfolio of key players in the industry.

Thus, the report covers all the important aspects of the Indian prepaid card market, which will prove decisive for the clients. Overall, the report is an outcome of extensive research and prudent analysis and is meant to offer suitable knowledge base to those who are interested in the Indian prepaid card market.

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