

South Korean Payment Card Market

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Abstracts

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With the rising popularity of electronic banking and stupendous growth in information and technology, the number of payment cards (debit, credit, check and prepaid cards) has surged in South Korea. Per capita payment card issuance in the country has reached the second highest level in the world after the US. Each person in South Korea has on an average 3.8 cards, trailing only the US with 5.3 cards, says a new research report “South Korean Payment Card Market” by RNCOS, a leading research firm.

Despite a deep economic slump, the uses of bank cards are expected to grow at rapid pace owing to the enhancement of various benefits and expansion of scope available for settlements. Among all cards, the uses of check cards are expected to record the sharpest increase at a CAGR of over 36% during 2009-2013. On the other hand, debit cards are expected to show downtrend during the period. With no risk involved, prepaid cards are also anticipated to show significant growth in future.

Our report provides extensive research and in-depth analysis on the South Korean Payment Card Market. It focuses on the emerging market trends, recent developments and their impact on the market. The report will help clients to analyze the leading-edge opportunities, prospective customer base, key players, future outlook and all other factors which are critical to the success of a new entrant in the South Korean Payment Card Market. It also answers other critical questions like what are other payment instruments beside cards and what is share of cards in overall payment settlement market.

Our research provides forecast (2009-2013) on

Check Cards

Credit Cards

Prepaid Cards

Debit Cards

The forecast given in the report is not based on a complex economic model, but is intended as a rough guide to the direction in which the market is likely to move. The forecast is based on a correlation between past market growth and growth of base drivers.

The report also throws a light on the competitive landscape of the South Korean Payment card industry, giving business overview of several prominent players in the industry, including Samsung Card Co. Ltd., Shinhan Card Co. Ltd., LG Card Co. Ltd. and Lotte Card Co. Ltd.

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