

Global Prepaid Card Market: Trends & Opportunities[2012-17]



Executive Summary

The prepaid card market has a promising future in most of the countries chiefly due to its growing awareness and characteristics offered by it. One of the major features which prepaid cards provide is that, the consumers cannot exceed the amount of funds that is loaded onto them. Prepaid cards are not linked to the bank accounts of the consumers and hence, there is no fear of paying overdraft charges to the banks. Developing countries have more scope of prepaid cards than more mature markets such as the USA.

Prepaid cards are classified into open-loop and closed-loop prepaid cards. The demand for closed-loop prepaid cards is limited as they can be used only at some specific location. Therefore, these types of cards are widely used in developing countries. On the other hand, open-loop prepaid cards can be used everywhere where debit and credit cards are accepted and thus, they are used more often in developed countries but now developing countries are also accepting this category of prepaid cards. Major features, which open-loop provides is that they are accepted internationally and consumers need not carry cash everywhere so the risk of money being stolen is completely avoided.

Prepaid cards assist to meet the requirements of unbanked and underbanked individuals. Among the prepaid cards gift card is the largest growing segment and apart from this the demand for prepaid cards arises majorly from the government benefit cards.

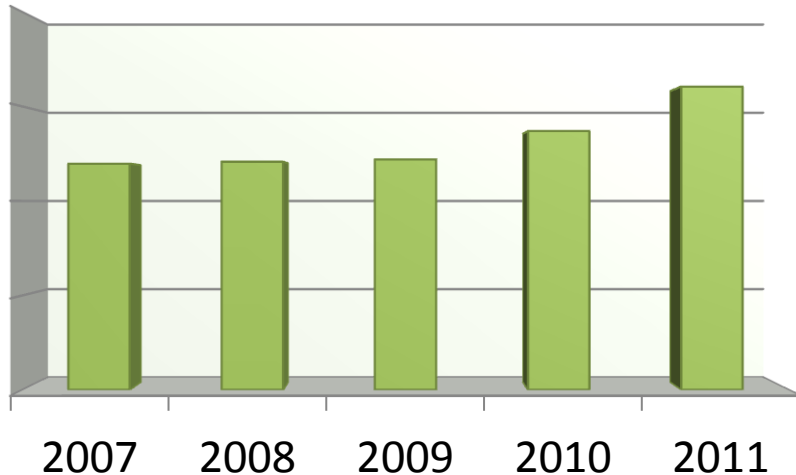
The report titled "Global Prepaid Card Market": Trends & Opportunities (2012-2017)" offers an in-depth analysis of developed and developing countries, with detailed discussion on demand of prepaid cards in markets in value terms.

Further, key players of the market like Green Dot Corporation, NetSpend Holding Inc., the Western Union Company, J.P Morgan Chase & Co. and American Express have been profiled and the growth of the market has been projected taking into consideration various aspects like previous growth patterns, growth drivers and challenges.

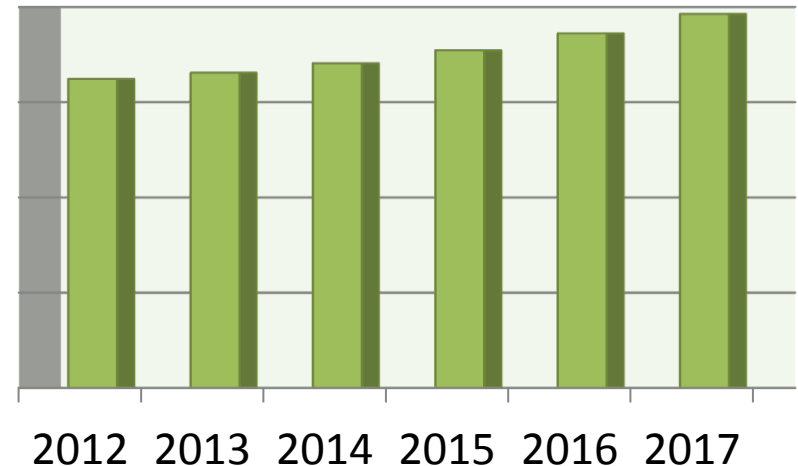
Global Prepaid Card Market: Overview

Prepaid cards are the upcoming mode of payment of choice among the consumers, because prepaid cards persist to become more popular with the underbanked and unbanked individuals.

Global Prepaid Card, Market Size, By Volume, 2007-2011 (Million)



Global Prepaid Card, Market Size Forecast, By Volume, 2012-2017 (Million)

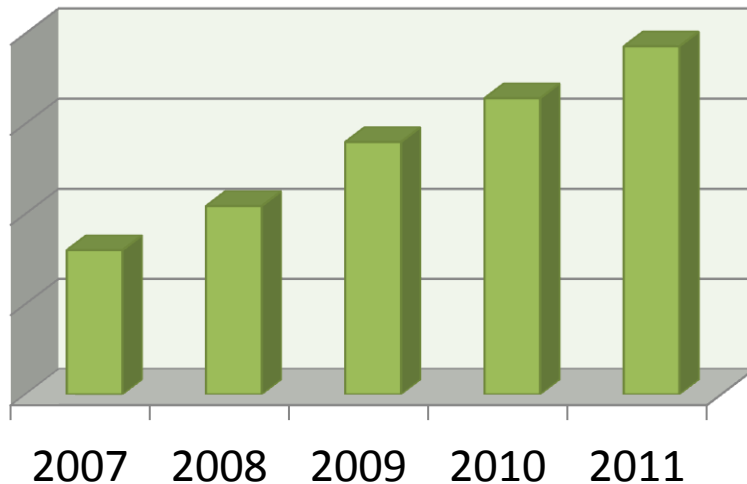


- The market grew at a CAGR of% during the period 2007-2011.
- Market size of global prepaid card in 2017 is expected to reach to..... million from million in 2012, in terms of volume, by growing at a CAGR of.....%.
- Growth in the market is due to increasing affluence.....

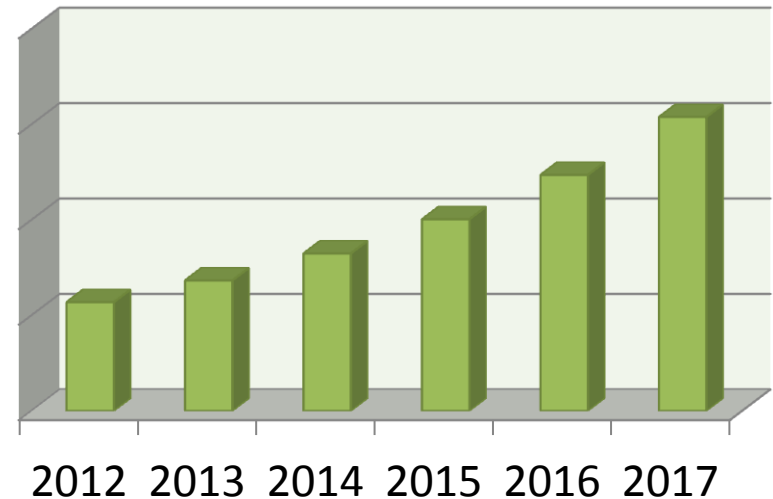
Global Prepaid Card Market: Overview

With the emergence of prepaid cards corporate are able to replace old paper-based payments with an efficient and cost-effective solution and further allows them to control their business expenses more effectively.

US Prepaid Card Market, Market Size, By Value, 2007-11 (US\$ Billion)



US Prepaid Card Market Forecast, Market Size, By Value, 2012-17 (US\$ Billion)



- The Market grew at a CAGR of% during the period 2007-2011.
- Market size of US prepaid card in 2017 is expected to reach to US\$ from US\$ billion in 2012 by growing at a CAGR of.....%.
- Growth in the market is due to increasing affluence.....

Challenges

Regulatory Issues

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Sophisticated Value Chains

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Knowledge of Market Opportunities and Consumer Behavior

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Understanding of Macro-economies and Other Factors

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