



**Euromonitor
International**

Financial Cards and Payments in Taiwan

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Steady growth for charge cards in Taiwan
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Credit Cards in Taiwan - Category analysis

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Usage of Buy Now, Pay Later (BNPL) remains low

PROSPECTS AND OPPORTUNITIES

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EasyCard remains the leader in pre-paid cards

Closed-loop pre-paid cards continues its decline

PROSPECTS AND OPPORTUNITIES

Blurring lines between payment methods and continuous development of multi-faceted financial services to appeal as a one-stop-shop

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2024 DEVELOPMENTS

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