



**Euromonitor
International**

Pre-Paid Cards in Taiwan

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

American Express sees growing issuance, with efforts on expanding its local presence
Steady growth for charge cards in Taiwan
American Express enhances daily touchpoints to appeal to consumers

PROSPECTS AND OPPORTUNITIES

Continued growth expected for charge cards in Taiwan
American Express will continue to lead
Seizing the growth potential in Taiwan

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Enhanced offers of digital wallets intensify the competition

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

PROSPECTS AND OPPORTUNITIES

Outbound travel booking and spending likely to be a key battlefield in the short term

Intensifying competition expected, as loyalty and personalisation will be key

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Debit Cards in Taiwan - Category analysis

Debit Cards in Taiwan - Company Profile

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- Debit cards used for day-to-day transactions for financial prudence amongst younger generations
- Enhancing the product offer for overseas transactions to tap into travel demand
- Rising popularity of digital wallets

PROSPECTS AND OPPORTUNITIES

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Pre-Paid Cards in Taiwan - Category analysis

Pre-Paid Cards in Taiwan - Company Profile

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- Pre-paid cards maintains its importance in Taiwan, especially for daily low value transactions
- 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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