



Euromonitor
International

Credit Cards in Japan

November 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Commercial credit cards drives value growth
Numberless on-trend for security
Campaigns effective at pushing new initiatives

PROSPECTS AND OPPORTUNITIES

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[Debit Cards in Japan - Category analysis](#)

[Debit Cards in Japan - Company Profile](#)

KEY DATA FINDINGS

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Campaigns continue to be effective in terms of increasing awareness
Young consumers utilise debit cards as their first step into card usage

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[Store Cards in Japan - Category analysis](#)

[Store Cards in Japan - Company Profile](#)

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[Financial Cards and Payments in Japan - Industry Overview](#)

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