Prepaid and Gift Cards in the U.S., 4th Edition

Description:
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Gift and prepaid cards have become an often-used payment tool for American consumers – for themselves or as gifts for others. In Prepaid and Gift Cards in the U.S., Packaged Facts projects conservatively that general-purpose prepaid card purchase value will grow 17% in 2014. We expect closed-loop prepaid card transaction value to grow at 3.6% as this card segment face challenges related to retail distribution saturation and stagnating consumer usage.

Competitors in this market are taking steps to ensure that their products remain popular among consumers. Driven by the prospect of regulatory intervention and heightened competition, leading prepaid card marketers are adding protections found on debit card products, increasing fee transparency, reducing cardholder costs, and experimenting with budgeting and savings tools. As a result, industry revenue generation models are changing, placing greater emphasis on technological innovation and interchange to drive revenue growth.

Prepaid and Gift Cards in the U.S., 4th Edition provides industry participants with a wealth of insights to help them navigate this growing but quickly changing market. The report:

- Provides a market size and forecast for the prepaid card market, including trended transaction volume for general use (open-loop) and private label (closed-loop) prepaid cards; trended purchase value, purchase volume and interchange revenue generated by general use prepaid cards; plus a separate market size for gift cards.
- Explores a variety of prepaid card industry challenges and solutions, including revenue generation trend adaption, customer relationship building, and customer differentiation.
- Drawing from proprietary survey results, identifies and interprets key prepaid metrics, including cardholder usage costs, monthly spend, monthly purchase, ATM withdrawal, and reload transactions, length of use and intended length of use.
- Identifies the percentage of prepaid cardholders with direct deposit, and then assess the degree that direct deposit influences these above metrics.
- Gauges credit card, debit card, prepaid card and gift card usage trends during 2010, 2011, 2012, 2013 and 2014 by demographic, breaking prepaid card usage down by major association/brand. We also study prepaid, debit and credit card cross-useage trends over time.
- Assesses the relationship between prepaid, debit and credit card usage and consumer loan type usage; and the relationship between prepaid, debit and card card usage and checking/savings account ownership. In each case, we analyze trends over time, from 2010 to 2014.
- Drawing from proprietary survey results, crafts a gift card market size segmented by gift giving occasion and recipient, providing for gift dollar value estimates for occasion and for recipient, as well as for recipients by occasion and for occasion by recipient. Drawing from the Simmons National Consumer Survey, the report also includes a market size for gift card purchases by retail segment for 2010-2014, with demographic analysis.
- Via proprietary survey analysis, the report identifies reloadable prepaid card brands that consumers use and use most, by prepaid card user demographic; and assesses relative penetration of bank- and nonbank prepaid cards.
- Provides in-depth analysis of several of the industry’s leading card brands, including cost, feature, and target audience analysis. Brands include Chase Liquid, Contour, Bluebird, the Walmart MoneyCard, PayPal Prepaid MasterCard, Walgreens Balance Financial Prepaid MasterCard and Western Union MoneyWise
- Explores prepaid card marketer & issuer strategies, focusing on card associations (American Express, MasterCard and Visa), marketers (Green Dot, NetSpend and Blackhawk Network) and issuers (the Bancorp Bank and MetaBank). Analysis includes competitive positioning, new product introductions, company innovations, and trended performance analysis.

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