Debit Cards Usage Analytics by Merchant Category: Hong Kong

Description: Debit Cards Usage Analytics by Merchant Category: Hong Kong; is an exhaustive research report outlaying Debit Cards usage in Hong Kong. The report provides year on year statistics on Average Transaction Value, Frequency of Use and Number of Transactions, Turnover per card and more on market segments including Airline and Hotels, Books and Games including CD's/DVD's, Clothing and Footwear, Food and Beverages, Electrical Goods, Gardening Homewares, Health and Beauty, Motor Fuel, Mobile Top-ups, Downloads and others.

Key Findings

The term “pay -now” is used to refer to any immediate debit card product. Pay-now cards allow customers to pay for purchases using a plastic card, with the funds for the transaction then drawn directly from their current/transaction/checking account. Customers verify payments either by signing a receipt, by entering a personal identification number (PIN), or for lower-value transactions, some debit cards allow contactless transactions without requiring a signature or PIN. A debit card does not offer access to a line of revolving credit and is always linked to a customer's personal banking account.

The report "Debit Cards Usage Analytics by Merchant Category: Hong Kong" report is the result of extensive market research covering the cards and payments industry in Hong Kong. It provides detailed debit cards usage statistics by merchant type on parameters like Average Transactions value and Number of Transactions, Frequency of Use, Turnover per card and Value of Transactions.

"Debit Cards Usage Analytics by Merchant Category: Hong Kong" report acts as an essential tool for companies active across the Hong Kong cards and payments value chain and for new players considering entering the market. The comprehensive statistics within the report provides insight into the operating environment of Debit Cards in Hong Kong and also ensures right business decision making based on historical trends.

*This is an on-demand report and will be delivered within 2 working days (excluding weekends) of the purchase.

Synopsis

"Debit Cards Usage Analytics by Merchant Category: Hong Kong" provides the readers debit cards usage broken down by merchant categories for the period 2010 to 2014

In particular, it provides statistics for:

- Airlines & Hotels
- CDs/DVDs/Games/Books
- Clothing & Footwear
- DIY & Gardening
- Online Downloads
- Electrical Goods
- Food & Drinks
- Health & Beauty
- Homewares
- Mobile Top-Up
- Motor Fuel

Reasons To Buy

- Enhance your knowledge on debit card usage in Hong Kong.
- Understand how the debit card market in Hong Kong has performed across various merchant categories.
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