Debit Cards Usage Analytics by Merchant Category: Malaysia

Description:

Debit Cards Usage Analytics by Merchant Category: Malaysia; is an exhaustive research report outlaying Debit Cards usage in Malaysia. 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: Malaysia“ report is the result of extensive market research covering the cards and payments industry in Malaysia. 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: Malaysia" report acts as an essential tool for companies active across the Malaysian 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 Malaysia 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: Malaysia" 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 Malaysia.
- Understand how the debit card market in Malaysia has performed across various merchant categories.
Contents:
1 Introduction
1.1 Definitions
1.2 Methodology
1.2.1 Research Methodology

2 Credit Card Market by Merchant: Airlines, Hotels
2.1 Airlines, Hotels: Average Transaction Value (US$), 2010-2014
2.2 Airlines, Hotels: Frequency of Use (Tx/card/year), 2010-2014
2.3 Airlines, Hotels: Number of transactions (Millions), 2010-2014
2.4 Airlines, Hotels: Turnover per card (USD), 2010-2014
2.5 Airlines, Hotels: Value of transactions (US$ Millions), 2010-2014

3 Credit Card Market by Merchant: CDs/DVDs/Games/Books
3.1 CDs/DVDs/Games/Books: Average Transaction Value, 2010-2014
3.2 CDs/DVDs/Games/Books: Frequency of use (Tx/card/year), 2010-2014
3.3 CDs/DVDs/Games/Books: Number of Transactions (Millions), 2010-2014
3.4 CDs/DVDs/Games/Books: Turnover per card (US$), 2010-2014
3.5 CDs/DVDs/Games/Books: Value of Transactions (US$m), 2010-2014

4 Credit Card Market by Merchant: Clothing & Footwear
4.1 Clothing & Footwear: Average Transaction Value (US$), 2010-2014
4.2 Clothing & Footwear: Frequency of use (Tx/card/year), 2010-2014
4.3 Clothing & Footwear: Number of transactions (Millions), 2010-2014
4.4 Clothing & Footwear: Turnover per card (US$), 2010-2014
4.5 Clothing & Footwear: Value of transactions (US$m), 2010-2014

5 Credit Card Market by Merchant: DIY and Gardening
5.1 DIY and Gardening: Average Transaction Value (US$), 2010-2014
5.2 DIY and Gardening: Frequency of use (Tx/card/year), 2010-2014
5.3 DIY and Gardening: Number of transactions (Millions), 2010-2014
5.4 DIY and Gardening: Turnover per card (US$), 2010-2014
5.5 DIY and Gardening: Value of transactions (US$m), 2010-2014

6 Credit Card Market by Merchant: Downloads
6.1 Downloads: Average Transaction Value (US$), 2010-2014
6.2 Downloads: Frequency of use (Tx/card/year), 2010-2014
6.3 Downloads: Number of transactions (Millions), 2010-2014
6.4 Downloads: Turnover per card (US$), 2010-2014
6.5 Downloads: Value of transactions (US$m), 2010-2014

7 Credit Card Market by Merchant: Electrical goods
7.1 Electrical Goods: Average Transaction Value (US$), 2010-2014
7.2 Electrical Goods: Frequency of use (Tx/card/year), 2010-2014
7.3 Electrical Goods: Number of transactions (Millions): 2010-2014
7.4 Electrical Goods: Turnover per card (US$), 2010-2014
7.5 Electrical Goods: Value of transactions (US$m), 2010-2014

8 Credit Card Market by Merchant: Food & Drinks
8.1 Food & Drink: Average Transaction Value (US$), 2010-2014
8.2 Food & Drink: Frequency of use (Tx/card/year), 2010-2014
8.3 Food & Drink: Number of transactions (Millions), 2010-2014
8.4 Food & Drink: Turnover per card (US$), 2010-2014
8.5 Food & Drink: Value of transactions (US$m), 2010-2014

9 Credit Card Market by Merchant: Health & Beauty
9.1 Health & Beauty: Average Transaction Value (US$), 2010-2014
9.2 Health & Beauty: Frequency of use (Tx/card/year), 2010-2014
9.3 Health & Beauty: Number of transactions (Millions), 2010-2014
9.4 Health & Beauty: Turnover per card (US$), 2010-2014
9.5 Health & Beauty: Value of transactions (US$m), 2010-2014

10 Credit Card Market by Merchant: Homewares
10.1 Homewares: Average Transaction Value (US$), 2010-2014
10.2 Homewares: Frequency of use (Tx/card/year), 2010-2014
10.3 Homewares: Number of transactions (Millions), 2010-2014
10.4 Homewares: Turnover per card (US$), 2010-2014
10.5 Homewares: Value of transactions (US$m), 2010-2014

11 Credit Card Market by Merchant: Mobile top-up
11.1 Mobile top-up: Average Transaction Value (US$), 2010-2014
11.2 Mobile top-up: Frequency of use (Tx/card/year), 2010-2014
11.3 Mobile top-up: Number of transactions (Millions), 2010-2014
11.4 Mobile top-up: Turnover per card (US$), 2010-2014
11.5 Mobile top-up: Value of transactions (US$m), 2010-2014

12 Credit Card Market by Merchant: Motor fuel
12.1 Motor fuel: Average Transaction Value (US$), 2010-2014
12.2 Motor fuel: Frequency of use (Tx/card/year), 2010-2014
12.3 Motor fuel: Number of transactions (Millions), 2010-2014
12.4 Motor fuel: Turnover per card (US$m), 2010-2014
12.5 Motor fuel: Value of transactions (US$m), 2010-2014

13 Credit Card Market by Merchant: Others
13.2 Others: Frequency of use (Tx/card/year), 2010-2014
13.3 Others: Number of transactions (Millions), 2010-2014
13.4 Others: Turnover per card (US$m), 2010-2014
13.5 Others: Value of transactions (US$m), 2010-2014

14 Appendix
14.1 About the Author
14.2 Disclaimer

The page count may vary in the actual report depending on the data availability

List of Tables
Table 1: Airlines, Hotels: Average Transaction Value (US$), 2010-2014
Table 2: Airlines, Hotels: Frequency of use (Tx/card/year), 2010-2014
Table 3: Airlines, Hotels: Number of transactions (Millions), 2010-2014
Table 4: Airlines, Hotels: Turnover per card (USD), 2010-2014
Table 5: Airlines, Hotels: Value of transactions (US$ Millions), 2010-2014
Table 6: CDs/DVDs/Games/Books: Average Transaction Value (US$), 2010-2014
Table 7: CDs/DVDs/Games/Books: Frequency of use (Tx/card/year), 2010-2014
Table 8: CDs/DVDs/Games/Books: Number of Transactions (Millions), 2010-2014
Table 9: CDs/DVDs/Games/Books: Turnover per card (US$), 2010-2014
Table 10: CDs/DVDs/Games/Books: Value of Transactions (US$m), 2010-2014
Table 11: Clothing & Footwear: Average Transaction Value (US$), 2010-2014
Table 12: Clothing & Footwear: Frequency of use (Tx/card/year), 2010-2014
Table 13: Clothing & Footwear: Number of transactions (Millions), 2010-2014
Table 14: Clothing & Footwear: Turnover per card (US$), 2010-2014
Table 15: Clothing & Footwear: Value of transactions (US$m), 2010-2014
Table 16: DIY and Gardening: Average Transaction Value (US$), 2010-2014
Table 17: DIY and Gardening: Frequency of use (Tx/card/year), 2010-2014
Table 18: DIY and Gardening: Number of transactions (Millions), 2010-2014
Table 19: DIY and Gardening: Turnover per card (US$), 2010-2014
Table 20: DIY and Gardening: Value of transactions (US$m), 2010-2014
Table 21: Downloads: Average Transaction Value (US$), 2010-2014
Table 22: Downloads: Frequency of use (Tx/card/year), 2010-2014
Table 23: Downloads: Number of transactions (Millions), 2010-2014
Table 24: Downloads: Turnover per card (US$), 2010-2014
Table 25: Downloads: Value of transactions (US$m), 2010-2014
Table 26: Electrical Goods: Average Transaction Value (US$), 2010-2014
Table 27: Electrical Goods: Frequency of use (Tx/card/year), 2010-2014
Table 28: Electrical Goods: Number of transactions (Millions), 2010-2014
Table 29: Electrical Goods: Turnover per card (US$), 2010-2014
Table 30: Electrical Goods: Value of transactions (US$m), 2010-2014
Table 31: Food & Drink: Average Transaction Value (US$), 2010-2014
Table 32: Food & Drink: Frequency of use (Tx/card/year), 2010-2014
Table 33: Food & Drink: Number of transactions (Millions), 2010-2014
Table 34: Food & Drink: Turnover per card (US$), 2010-2014
Table 35: Food & Drink: Value of transactions (US$m), 2010-2014
Table 36: Health & Beauty: Average Transaction Value (US$), 2010-2014
Table 37: Health & Beauty: Frequency of use (Tx/card/year), 2010-2014
Table 38: Health & Beauty: Number of transactions (Millions), 2010-2014
Table 39: Health & Beauty: Turnover per card (US$), 2010-2014
Table 40: Health & Beauty: Value of transactions (US$m), 2010-2014
Table 41: Homewares: Average Transaction Value (US$), 2010-2014
Table 42: Homewares: Frequency of use (Tx/card/year), 2010-2014
Table 43: Homewares: Number of transactions (Millions), 2010-2014
Table 44: Homewares: Turnover per card (US$), 2010-2014
Table 45: Homewares: Value of transactions (US$m), 2010-2014
Table 46: Mobile top-up: Average Transaction Value (US$), 2010-2014
Table 47: Mobile top-up: Frequency of use (Tx/card/year), 2010-2014
Table 48: Mobile top-up: Number of transactions (Millions), 2010-2014
Table 49: Mobile top-up: Turnover per card (US$), 2010-2014
Table 50: Mobile top-up: Value of transactions (US$m), 2010-2014
Table 51: Motor fuel: Average Transaction Value (US$), 2010-2014
Table 52: Motor fuel: Frequency of use (Tx/card/year), 2010-2014
Table 53: Motor fuel: Number of transactions (Millions), 2010-2014
Table 54: Motor fuel: Turnover per card (US$m), 2010-2014
Table 55: Motor fuel: Value of transactions (US$m), 2010-2014
Table 56: Others: Average Transaction Value (US$), 2010-2014
Table 57: Others: Frequency of use (Tx/card/year), 2010-2014
Table 58: Others: Number of transactions (Millions), 2010-2014
Table 59: Others: Turnover per card (US$m), 2010-2014
Table 60: Others: Value of transactions (US$m), 2010-2014

List of Figures

Figure 1: Airlines, Hotels: Average Transaction Value (US$), 2010-2014
Figure 2: Airlines, Hotels: Frequency of use (Tx/card/year), 2010-2014
Figure 3: Airlines, Hotels: Number of transactions (Millions), 2010-2014
Figure 4: Airlines, Hotels: Turnover per card (USD), 2010-2014
Figure 5: Airlines, Hotels: Value of transactions (US$ Million), 2010-2014
Figure 6: CDs/DVDs/Games/Books: Average Transaction Value US$, 2010-2014
Figure 7: CDs/DVDs/Games/Books: Frequency of use (Tx/card/year), 2010-2014
Figure 8: CDs/DVDs/Games/Books: Number of Transactions (Millions), 2010-2014
Figure 9: CDs/DVDs/Games/Books: Turnover per card (US$), 2010-2014
Figure 10: CDs/DVDs/Games/Books: Value of Transactions (US$m), 2010-2014
Figure 11: Clothing & Footwear: Average Transaction Value (US$), 2010-2014
Figure 12: Clothing & Footwear: Frequency of use (Tx/card/year), 2010-2014
Figure 13: Clothing & Footwear: Number of transactions (Millions), 2010-2014
Figure 14: Clothing & Footwear: Turnover per card (US$), 2010-2014
Figure 15: Clothing & Footwear: Value of transactions (US$m), 2010-2014
Figure 16: DIY and Gardening: Average Transaction Value (US$), 2010-2014
Figure 17: DIY and Gardening: Frequency of use (Tx/card/year), 2010-2014
Figure 18: DIY and Gardening: Number of transactions (Millions), 2010-2014
Figure 19: DIY and Gardening: Turnover per card (US$), 2010-2014
Figure 20: DIY and Gardening: Value of transactions (US$m), 2010-2014
Figure 21: Downloads: Average Transaction Value (US$), 2010-2014
Figure 22: Downloads: Frequency of use (Tx/card/year), 2010-2014
Figure 23: Downloads: Number of transactions (Millions), 2010-2014
Figure 24: Downloads: Turnover per card (US$), 2010-2014
Figure 25: Downloads: Value of transactions (US$m), 2010-2014
Figure 26: Electrical Goods: Average Transaction Value (US$), 2010-2014
Figure 27: Electrical Goods: Frequency of use (Tx/card/year), 2010-2014
Figure 28: Electrical Goods: Number of transactions (Millions), 2010-2014
Figure 29: Electrical Goods: Turnover per card (US$), 2010-2014
Figure 30: Electrical Goods: Value of transactions (US$m), 2010-2014
Figure 31: Food & Drink: Average Transaction Value (US$), 2010-2014
Figure 32: Food & Drink: Frequency of use (Tx/card/year), 2010-2014
Figure 33: Food & Drink: Number of transactions (Millions), 2010-2014
Figure 34: Food & Drink: Turnover per card (US$), 2010-2014
Figure 35: Food & Drink: Value of transactions (US$m), 2010-2014
Figure 36: Health & Beauty: Average Transaction Value (US$), 2010-2014
Figure 37: Health & Beauty: Frequency of use (Tx/card/year), 2010-2014
Figure 38: Health & Beauty: Number of transactions (Millions), 2010-2014
Figure 39: Health & Beauty: Turnover per card (US$), 2010-2014
Figure 40: Health & Beauty: Value of transactions (US$m), 2010-2014
Figure 41: Homewares: Average Transaction Value (US$), 2010-2014
Figure 42: Homewares: Frequency of use (Tx/card/year), 2010-2014
Figure 43: Homewares: Number of transactions (Millions), 2010-2014
Figure 44: Homewares: Turnover per card (US$), 2010-2014
Figure 45: Homewares: Value of transactions (US$m), 2010-2014
Figure 46: Mobile top-up: Average Transaction Value (US$), 2010-2014
Figure 47: Mobile top-up: Frequency of use (Tx/card/year), 2010-2014
Figure 48: Mobile top-up: Number of transactions (Millions), 2010-2014
Figure 49: Mobile top-up: Turnover per card (US$), 2010-2014
Figure 50: Mobile top-up: Value of transactions (US$m), 2010-2014
Figure 51: Motor fuel: Average Transaction Value (US$), 2010-2014
Figure 52: Motor fuel: Frequency of use (Tx/card/year), 2010-2014
Figure 53: Motor fuel: Number of transactions (Millions), 2010-2014
Figure 54: Motor fuel: Turnover per card (US$), 2010-2014
Figure 55: Motor fuel: Value of transactions (US$m), 2010-2014
Figure 56: Others: Average Transaction Value (US$), 2010-2014
Figure 57: Others: Frequency of use (Tx/card/year), 2010-2014
Figure 58: Others: Number of transactions (Millions), 2010-2014
Figure 59: Others: Turnover per card (US$m), 2010-2014
Figure 60: Others: Value of transactions (US$m), 2010-2014

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