Debit Cards in Malaysia

Description: Debit transactions posted strong value growth of 18% in 2016, as issuers capitalised on the strong pace of development the category experienced during the review period. Issuers continued to introduce more functions for debit cards and marketed them to young consumers so as to encourage responsible spending and stimulate interest in cashless transactions.

The Debit Transactions in Malaysia report establishes the size and structure of the market for ATMs cards, smart cards, credit cards, debit cards, charge cards, pre-paid cards and store cards. It looks at key players in the market (issuers and operators), number of cards in circulation, numbers transactions and value of transactions. It offers strategic analysis of sector forecasts and trends to watch.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
- Get a detailed picture of the Debit Transactions market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

Contents:

DEBIT CARDS IN MALAYSIA

November 2016

LIST OF CONTENTS AND TABLES

Headlines
Trends
Competitive Landscape
Prospects
Category Data
Table 1 Debit Cards: Number of Cards in Circulation 2011-2016
Table 2 Debit Cards Transactions 2011-2016
Table 3 Debit Cards in Circulation: % Growth 2011-2016
Table 4 Debit Cards Transactions: % Growth 2011-2016
Table 5 Debit Cards: Number of Cards by Issuer 2011-2015
Table 6 Debit Cards: Number of Cards by Operator 2011-2015
Table 7 Debit Cards Payment Transaction Value by Issuer 2011-2015
Table 8 Debit Cards Payment Transaction Value by Operator 2011-2015
Table 9 Forecast Debit Cards: Number of Cards in Circulation 2016-2021
Table 10 Forecast Debit Cards Transactions 2016-2021
Table 11 Forecast Debit Cards in Circulation: % Growth 2016-2021
Table 12 Forecast Debit Cards Transactions: % Growth 2016-2021
Public Bank Bhd in Consumer Finance (malaysia)
Strategic Direction
Key Facts
Summary 1 Public Bank Bhd: Operational Indicators
Competitive Positioning
Summary 2 Public Bank Bhd: Competitive Position 2015
Executive Summary
Financial Cards and Payments Records Stable Growth
Debit Cards Shows A Stronger Performance Than Credit Cards
Issuers Introduce More Competitive Card Rewards
the Government Encourages Cashless Transactions
Positive Outlook for Financial Cards and Payments Over the Forecast Period
Key Trends and Developments
Consumers Show Adjustment To Gst Implementation
Household Debts Continue To Rise in Malaysia
Issuers Harness Technology To Improve Customer Experience

Market Indicators
Table 13 Number of POS Terminals: Units 2011-2016
Table 14 Number of ATMs: Units 2011-2016
Table 15 Value Lost to Fraud 2011-2016
Table 16 Card Expenditure by Location 2016
Table 17 Financial Cards in Circulation by Type: % Number of Cards 2011-2016
Table 18 Domestic versus Foreign Spend 2016

Market Data
Table 19 Financial Cards by Category: Number of Cards in Circulation 2011-2016
Table 20 Financial Cards by Category: Number of Accounts 2011-2016
Table 21 Financial Cards Transactions by Category: Value 2011-2016
Table 22 Financial Cards by Category: Number of Transactions 2011-2016
Table 23 Consumer Payments by Category: Value 2011-2016
Table 24 Consumer Payments by Category: Number of Transactions 2011-2016
Table 25 M-Commerce by Category: Value 2013-2016
Table 26 M-Commerce by Category: % Value Growth 2013-2016
Table 27 Financial Cards: Number of Cards by Issuer 2011-2015
Table 28 Financial Cards: Number of Cards by Operator 2011-2015
Table 29 Financial Cards: Card Payment Transactions Value by Operator 2011-2015
Table 30 Financial Cards: Card Payment Transactions Value by Issuer 2011-2015
Table 31 Forecast Financial Cards by Category: Number of Cards in Circulation 2016-2021
Table 32 Forecast Financial Cards by Category: Number of Accounts 2016-2021
Table 33 Forecast Financial Cards Transactions by Category: Value 2016-2021
Table 34 Forecast Financial Cards Transactions by Category: Value 2016-2021
Table 35 Forecast Financial Cards Transactions by Category: Value 2016-2021
Table 36 Forecast Financial Cards Transactions by Category: Value 2016-2021
Table 37 Forecast Consumer Payments by Category: Value 2016-2021
Table 38 Forecast Consumer Payments by Category: Number of Transactions 2016-2021
Table 39 Forecast M-Commerce by Category: Value 2016-2021
Table 40 Forecast M-Commerce by Category: % Value Growth 2016-2021

Sources
Summary 3 Research Sources
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