Debit Cards in Taiwan

Description: Debit cards have been available in Taiwan for a long time but recent years have seen consumers re-embracing debit cards, resulting in strong growth in the category over the review period. The global financial crisis was the major reason for the rapid uptake of debit cards in the country in recent years. Debit cards have been promoted by Taiwan's financial services industry as the best way to manage one's money when experiencing credit trouble.

The Debit Transactions in Taiwan 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.

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DEBIT CARDS IN TAIWAN

November 2016

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