

# Credit Cards in Japan

November 2023

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#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Commercial credit cards drives value growth

Numberless on-trend for security

Campaigns effective at pushing new initiatives

#### PROSPECTS AND OPPORTUNITIES

Contactless expands to rail companies, further accelerating the move to a cashless society

Credit cards will be the key driver towards a cashless society

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Campaigns continue to be effective in terms of increasing awareness
Young consumers utilise debit cards as their first step into card usage

#### PROSPECTS AND OPPORTUNITIES

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