

# Pre-Paid Cards in Hong Kong, China

November 2023

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## **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Travel-related spending and cross-border payments as drivers of charge cards Fostering brand awareness as players diversify to credit cards

# PROSPECTS AND OPPORTUNITIES

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# Credit Cards in Hong Kong, China - Company Profile

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Overseas consumption thrives as players tailor offers and rewards for travel payments Greater Bay Area integration fosters seamless payment options Buy Now Pay Later struggles as credit cards remain popular payment method

## PROSPECTS AND OPPORTUNITIES

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# Pre-Paid Cards in Hong Kong, China - Category analysis

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# 2023 DEVELOPMENTS

Innovating payment methods to suit Greater Bay Area integration

Closed loop pre-paid card from Starbucks fosters customer loyalty

Convenience and security of online shopping leads to growing popularity of open loop pre-paid cards

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