Article published on February 23rd 2012 | Finance

Vietnamâ€™s payment card market has been growing rapidly for the past few years with a constant increase in young population, technological developments, and emerging trend of e-commerce. Though the market is relatively small, it is among the most dynamic ones in the world. As per our recent findings, there exists an ever-increasing demand for payment cards in Vietnam, including credit, prepaid and debit cards that are widely used in shopping. This growth in the demand translates into ample growth opportunities for card issuers, suppliers, and manufacturers.

According to â€œVietnam Plastic Card Market Forecast to 2013â€•, our latest research report, the total number of cards issued in Vietnam nearly doubled during 2008-2010, and with the growing consumer awareness, there is a vast scope for further developments. The study estimates that the Vietnamese payment cards market will grow at a CAGR of about 20.4% during 2011-2014. We observed that debit cards presently dominate the market, while prepaid cards and credit cards, which are relatively new, occupy over 4% and around 2% share, respectively. On account of such meager share, huge opportunities exist in the largely untapped credit card market.
http://www.bharatbook.com/market-research-reports/financial-services-market-research-report/vietnam-plastic-card-market-forecast-to-2013.html

Some of the new banks in Vietnam have actively participated in the countryâ€™s plastic card market. We found that these banks have come up with a number of card services, including International VISA/Master Debit and Credit Card to cater to the growing needs of customers and have competitive advantage. As per our analysis, the market remains largely concentrated to debit transactions and few key players. At 2010-end, Agribank had the majority share in the market.
market to market

Analyzing the macroeconomic factors, our report presents the future outlook for the industry. The detailed analysis of the emerging market trends, current developments, and competitive landscape will help clients understand the market situation and its progress in the coming years. The technological developments have been studied specifically and carefully in order to portray the industryâ€™s clear picture to those investors or players who are planning to enter the market.

List of Figures

Figure 3-1: Real GDP Growth (%), 2008-2014

Figure 3-2: Personal Disposable Income (Billion US$), 2008-2014

Figure 3-3: Population (Million), 2008-2014

Figure 3-4: Population Breakup by Age Group (%), 2011

Figure 4-1: Number of Bank Cards (Million), 2008-2014

Figure 4-2: Leading Domestic ATM Card Issuers (%), 2010

Figure 4-3: Leading International Card Issuers (%), 2008

Figure 4-4: Share of Bank Cards by Type (2011)

Figure 4-5: Share of Domestic and International Cards in Total Bank Cards (2011)

Figure 4-6: Share of VISA Cards in International Cards (2011)

Figure 4-7: Share of Smart Cards in Total Bank Cards (2011)

Figure 4-8: Number of ATMs (â€˜000), 2008-2011

Figure 4-9: Number of POS Terminals (â€˜000), 2008-2011

Figure 4-10: Breakup of Transactions by Type of Bank Card (%), 2011

Figure 5-1: Potential Number of Bank Accounts (Million), 2011-2015

For more information kindly visit :

Vietnam Plastic Card Market Forecast to 2013

Or

Bharat Book Bureau

Tel: +91 22 27810772 / 27810773

Fax: + 91 22 27812290

Email: info@bharatbook.com

Website: www.bharatbook.com

Follow us on twitter: http://twitter.com/#!/Sandhya3B

Article Source:
http://www.articleside.com/finance-articles/vietnam-plastic-card-market-forecast-to-2013.htm - Article Side

Bharatbook - About Author:
Bharat Book Bureau, the leading market research information aggregator provides a market research reports, company profiles, country reports, newsletters, and online databases for the past twenty four years to corporate, consulting firms, academic institutions, government departments, agencies etc., globally, including India. Our market research reports help global companies to know different market before starting up business / expanding in different countries across the world.

Article Keywords:
Vietnam, Plastic Card, Market Research Reports, Financial Card, ATM Cards

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!