

# Pre-Paid Cards in Japan

November 2023

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### 2023 DEVELOPMENTS

Commercial credit cards drives value growth  
Numberless on-trend for security  
Campaigns effective at pushing new initiatives

### PROSPECTS AND OPPORTUNITIES

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## Debit Cards in Japan - Category analysis

### Debit Cards in Japan - Company Profile

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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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##### PROSPECTS AND OPPORTUNITIES

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