

Branded Prepaid Card Market in Japan: Key Research Findings 2015

◆ Research Outline

Yano Research Institute has conducted a study on the domestic branded prepaid card market with the following conditions:

1. Research period: From December, 2014 to March, 2015
2. Research targets: Domestic leading credit card companies, businesses that introduced branded prepaid system and businesses that support introducing the system
3. Research methodologies: Face-to-face interviews by the expert researchers, and surveys via telephone and email

What is the Branded Prepaid Card Market?

The branded prepaid card market indicates those prepaid settlement services available at the stores that accept international payment brands like Visa, MasterCard and JCB. The market size is based on the sum of branded prepaid cards issued.

◆ Key Findings

■ **Domestic Branded Prepaid Card Market Size in FY2013 Soars to Attain 30 Billion Yen, Growth by 200% on Y-o-Y Basis**

Size of the domestic branded prepaid card market for FY2013 is likely to achieve 30 billion yen, a conspicuous growth by 200% from the previous fiscal year. In addition to market entrance by mobile phone carriers, increasing sum of cards issued by existing businesses that have already introduced the brand prepaid system have raised the market rapidly. The market size is likely to attain 148.6 billion yen, growth by remarkable 395.3%, by FY2014.

■ **Branded Prepaid Cards Issued by Mobile Phone Carriers Boosted Market Size**

The branded prepaid card market has been on the rise ever since the branded prepaid cards have become available at real stores that accept international payment brands like Visa or MasterCard. The market seems to continue being on the rise as payment services using brand prepaid by mobile phone carriers have been started and accelerated: Those services include “au WALLET,” launched by KDDI in May 2014, which acquired more than 10 million of applicants as of February 2015, and “Soft Bank Card,” a payment service that have started by SoftBank in March 2015.

■ **Market Forecast: Branded Prepaid Card Market to Attain 1,450 Billion Yen by FY 2020**

Due to favorable market backgrounds of expanding number of branded prepaid cards issued, especially those mobile-phone types and those only for online, the branded prepaid card market is expected to achieve 1,450 billion yen by FY2020, led by mobile phone carriers.

◆ **Report format:**

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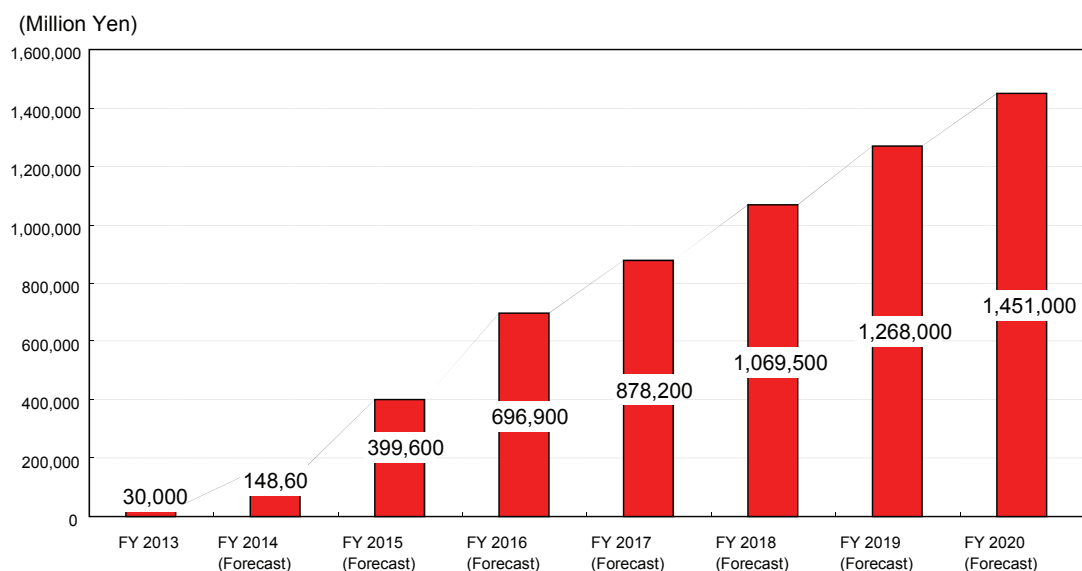
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■ **Figure 1: Transition and Forecast of Branded Prepaid Card Market Size**



Notes:

1. The market size is based on the sum of cards issued.
2. The branded prepaid card market indicates those prepaid settlement services available at the stores that accept international payment brands like Visa, MasterCard and JCB. The market size is based on the sum of branded prepaid cards issued.