



Debit 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
V Point and T-Point to merge and create a massive loyalty ecosystem

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Young consumers utilise debit cards as their first step into card usage

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