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SAMPLE REPORT

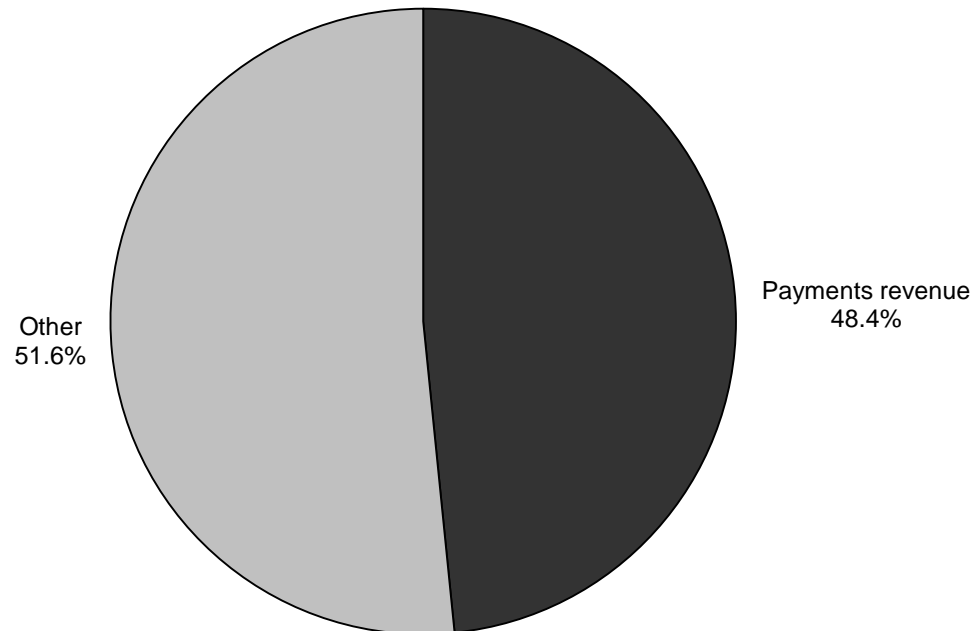
**ASIA-PACIFIC DIGITAL PAYMENTS 2025:
PAYMENT METHODS, TRENDS, & CONSUMER SHIFTS**

PUBLICATON DATE: JULY 2025

Sample Report

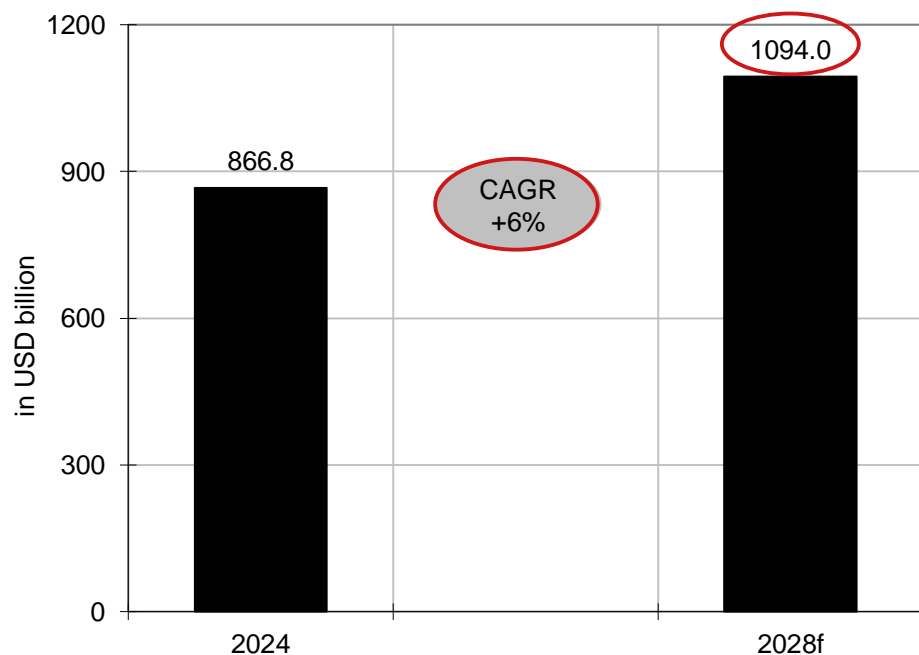
Asia-Pacific set to lead global payments market by 2027, accounting for 48.4% of total revenue.

Asia-Pacific: Share of Payment Revenue Value, in %, 2027f



In Japan, card transaction value is forecast to rise to around USD 1,094.0 billion (EUR 796.7 billion) in 2024 to around USD 1,094.0 billion (EUR 796.7 billion) by 2028, based on a CAGR of over 6%.

Japan: Cards Transaction Value, in USD billion, 2024 & 2028f



Japan's Cards and Payments Market: Credit Cards Lead Despite Cash Usage

Card transactions expected to surpass USD 860 billion in 2024

- Japan's card transaction value is forecast to reach USD 866.8 billion in 2024, with projected growth at a CAGR of 6% through 2028. Despite widespread card issuance, averaging 6.4 cards per person, cash remains dominant in terms of volume, especially for low-value transactions.

Government support and contactless campaigns accelerate the shift

- The Japanese government and private sector are promoting cashless adoption through awareness and incentives. Visa ran a cashback campaign in 2024, offering users up to JPY 30,000 (approximately USD 214) for using Visa touch payments at participating retailers. Mobile wallets such as PayPay and Yucho Pay are also gaining traction by enabling QR-based utility bill payments directly from smartphones.

Credit cards dominate value while digital banks boost debit usage

- Credit cards remain the most used card type by transaction value due to widespread merchant acceptance and value-added benefits such as reward programs. Debit card usage is also increasing, supported by digital-only banks like Habitto and Minna Bank, which offer quick onboarding and virtual card issuance.

Note: The 2028 market size is calculated using a CAGR of 6%, as stated by GlobalData in its press releases. Since the provided rate is given as ">6%", the actual growth rate may be slightly higher, meaning the projected value could be underestimated. This estimate follows the information available from GlobalData and does not reflect independent calculations by yStats.com.

The exchange rate applied in the action title is the average rate for the past 12 months to November 2024: USD 1 = EUR 0.9194

Source: GlobalData, November 2024

PREFACE

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OBJECTIVE

20%

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GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS

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- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum accuracy for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

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