

Travel Money - UK - May 2014

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“Opportunities exist for brands in the travel money market, where price is secondary to convenience, and consumers prefer a well-known brand. Brands have the opportunity to take advantage of the growth of pre-paid cards. However, currency cards must be repositioned as a safe alternative to credit cards.”

– Alexander Hiscox, Senior Financial Services Analyst

This report looks at the following areas:

- Pre-paid card providers need to re-educate consumers to dispel the myths
- A strong brand is important to travel money success
- Mobile and tablet apps have the potential for growth

2014 is set to be a good year for the travel money market, as improving financial confidence means that people are more willing to spend money travelling abroad on holiday and are more relaxed in spending money while there. The industry is expected to become increasingly competitive, as providers look to gain from the upturn in consumer sentiment.

However, despite improvements in consumer confidence, most people still have a cautious mind-set when spending, looking for deals and the best value for money. The recovery is still in its early stages, and spending is still well short of pre-recessionary levels. Brands that have positioned themselves as representing value for money are therefore likely to benefit the most from growth in the market.

This report examines the main issues and developments affecting the travel money market. It provides analysis of overseas holiday trends, credit and debit card spending trends and the key market drivers. In addition, there is analysis of overseas spending and a forecast showing the expected growth over the next five years. Mintel's exclusive consumer research provides insight into attitudes towards foreign currency, payment cards and pre-paid travel cards.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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