



Euromonitor
International

Debit Cards in Nigeria

February 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Credit cards shows improved performance in 2025

INDUSTRY PERFORMANCE

Issuers launch new products targeted at specific demographics
Growing popularity of BNPL services poses challenges and opportunities

PROSPECTS AND OPPORTUNITIES

Economic improvements and interest rate cuts expected to boost credit card use
Naira-denominated cards set to regain ground
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KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth in circulation numbers and transactions remains healthy despite slowdown

INDUSTRY PERFORMANCE

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Competition intensifies as digitalisation trend gains momentum

WHAT'S NEXT?

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[Pre-Paid Cards in Nigeria - Category analysis](#)

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Pre-paid cards continue to promote and profit from rising financial inclusion

INDUSTRY PERFORMANCE

Innovation and regulatory reforms buoy demand

Fintechs drive evolution of pre-paid card functionality

WHAT'S NEXT?

Outlook for pre-paid cards remains bright

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[Financial Cards and Payments in Nigeria - Industry Overview](#)

EXECUTIVE SUMMARY

Financial cards and payments continues to expand at a robust pace

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Policy changes boost financial inclusion and adoption of cashless payments

Innovation helps to maintain strong interest in debit, credit and pre-paid cards

Credit cards face growing competition from BNPL services

WHAT'S NEXT?

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