



Euromonitor
International

Pre-Paid Cards in Vietnam

January 2025

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2024 DEVELOPMENTS

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Credit cards attract businesses and tech-savvy young consumers
- Regulatory changes impact credit card market
- Banks launch personalised credit cards to attract distinct consumer segments

PROSPECTS AND OPPORTUNITIES

- Credit cards are set for healthy growth, driven by marketing and promotions, although BNPL services will likely pose competition
- Fast expansion of QR payments will have negative impact on credit cards
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Debit Cards in Vietnam - Category analysis

Debit Cards in Vietnam - Company Profile

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2024 DEVELOPMENTS

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- Vietnamese banks target SMEs with new commercial debit card offerings
- International debit cards gain traction

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2024 DEVELOPMENTS

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- New regulations impact pre-paid cards in Vietnam
- Closed pre-paid card enter the transportation industry

PROSPECTS AND OPPORTUNITIES

- Surge in electronic payments expected to impact pre-paid card usage
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