



Euromonitor  
International

# Pre-Paid Cards in Nigeria

February 2026

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Credit cards shows improved performance in 2025

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Issuers launch new products targeted at specific demographics

Growing popularity of BNPL services poses challenges and opportunities

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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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## 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?

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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

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