



Debit Cards in Mexico

January 2026

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INDUSTRY PERFORMANCE

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Retail events remain powerful drivers of growth

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WHAT'S NEXT?

Economic uncertainty and stabilised growth in credit transactions likely

AI-driven personalisation and fraud prevention will continue apace

Interest rate trends risk increased debts for some consumers

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WHAT'S NEXT?

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Up Sí Vale penetrates thanks to presence in employee benefit programs

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Cash usage starts to decline, boosting circulation of cards

Mexico's FinTech ecosystem is in a phase of strategic consolidation

Digital payments are on the rise

WHAT'S NEXT?

Steady growth likely for financial cards in the years ahead

E-commerce will continue to see growth

Digital innovation set to continue apace

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