



**Euromonitor
International**

Pre-Paid Cards in Colombia

January 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers turn to credit cards for security, convenience and added benefits

INDUSTRY PERFORMANCE

Colombia's credit card market rebounds in 2025

Credit card transactions increase thanks to the rise of digital wallets and contactless payments

WHAT'S NEXT?

The future of credit cards set to focus on expansion, innovation, and inclusion

AI's set to play a growing role in expanding credit access and security

Regulatory and security changes force banks to replace card plastics

COMPETITIVE LANDSCAPE

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[Debit Cards in Colombia - Category analysis](#)

[Debit Cards in Colombia - Company Profile](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Debit card use and acceptance continues to grow in Colombia

INDUSTRY PERFORMANCE

Debit card adoption in Colombia is growing
Card transactions rise fuelled by e-commerce and wider access to card payments

WHAT'S NEXT?

Debit cards are adapting to a new payment ecosystem
BanColombia reinvents its debit card to compete with neobank
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[Pre-Paid Cards in Colombia - Company Profile](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Pre-paid cards remain relevant despite increasing competition

INDUSTRY PERFORMANCE

Closed-loop pre-paid cards gain ground as open-loop cards lose relevance

WHAT'S NEXT?

The use of pre-paid cards set to continue expanding in the coming years
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[Store Cards in Colombia - Category analysis](#)

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Store cards under threat as consumers turn to alternative payment options

INDUSTRY PERFORMANCE

Traditional store cards lose ground to co-branded alternatives

Store Cards are losing ground toward more versatile payments methods

WHAT'S NEXT

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

EXECUTIVE SUMMARY

A brighter outlook for 2025 as consumer confidence improves

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Economic recovery fuels growth in card issuance

Digital payments reshape the transaction landscape

Bre-B, transforming Colombia's payment ecosystem

WHAT'S NEXT?

Debt cards set to play a growing role in the payments market

As consumer confidence returns the focus will shift towards the benefits offered by credit cards

Pre-paid cards still full of potential but store cards falling out of fashion

COMPETITIVE LANDSCAPE

BanColombia remains on top with strong card portfolio

Payment networks driving loyalty and adoption in Colombia

Nu sees rapid growth by focusing on financial inclusion in Colombia

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