



Euromonitor
International

Charge Cards in Malaysia

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Premium benefits sustain charge card relevance

INDUSTRY PERFORMANCE

BNM Blueprint and DuitNow integration push charge card adoption in Malaysia
Charge card transactions rise as frequency and everyday acceptance improves

WHAT'S NEXT?

Maybank-Amex offerings and lifestyle rewards to drive premiumisation
Issuer-led innovation and rewards ecosystems will fuel category expansion
Growing corporate adoption of charge cards set to streamline business expenses

COMPETITIVE LANDSCAPE

Premium charge cards gain momentum with luxury perks and travel benefits
Maybank anchors issuer leadership as digital integration and DuitNow QR expansion strengthens engagement

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2025 DEVELOPMENTS

Rewards and contactless functionality boost credit card engagement

INDUSTRY PERFORMANCE

Rise in credit cards in Malaysia driven by digital adoption and consumer incentives

Contactless and rewards-led propositions gain traction

WHAT'S NEXT?

Policy support and digital adoption should sustain transaction growth

AI-driven personalisation will become more visible within issuer app strategies

Co-branded cards to boost loyalty through niche lifestyle and ecosystem partnerships

COMPETITIVE LANDSCAPE

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2025 DEVELOPMENTS

Debit usage broadens as contactless becomes routine

INDUSTRY PERFORMANCE

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Debit cards underpin e-payment transaction growth

WHAT'S NEXT?

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Competition to intensify as digital banks and e-wallet ecosystems expands

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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Pre-paid card transactions increase as cards move into everyday recurring spend

WHAT'S NEXT?

Mobile wallets to drive everyday pre-paid card usage in Malaysia

Government-led cashless push is accelerating prepaid adoption

Cross-border connectivity enhances prepaid card utility

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Policy support and wider acceptance underpin card usage

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INDUSTRY PERFORMANCE

Cashless infrastructure and digital commerce lift financial cards adoption in 2025

Government initiatives and infrastructure expansion support growth

Increased acceptance strengthens performance

WHAT'S NEXT?

Policy-led cashless momentum and DuitNow QR scale will sustain growth in cards and usage

Tokenised mobile payments and open loop transit access will lift everyday card relevance

Fintech ecosystems and PayNet programmes will accelerate activation and embed cashless habits

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