

Debit Cards in Vietnam

Market Direction | 2022-12-05 | 23 pages | Euromonitor

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Report description:

Social distancing during the COVID-19 pandemic affected banks' activities, leading banks to focus on existing active debit card accounts, rather than focusing on new accounts as a key performance indicator. Issued debit cards must be "active" and the cardholder needs to use it to spend and pay for their personal or family spending needs, otherwise their card will be deactivated. Under the wave of cashless and contactless payment trends, consumers are also tending to simplify their daily routines...

Euromonitor International's Debit Card Transactions in Vietnam report establishes the size and structure of the market for ATMs cards, smart cards, credit cards, debit cards, charge cards, pre-paid cards and store cards. It looks at key players in the market (issuers and operators), number of cards in circulation, numbers transactions and value of transactions. It offers strategic analysis of sector forecasts and trends to watch.

Product coverage: Commercial Debit Card Transactions, Personal Debit Card Transactions.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Debit Card Transactions market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
December 2022

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DEBIT CARDS IN VIETNAM

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Fast issued and virtual debit cards find appeal by offering additional layer of convenience

Shift to smart chip cards should benefit the payments industry

Widespread use of promotional programmes designed to attract consumers to take out a new debit card

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Stronger competition expected from global operators

Debit cards should benefit from shift towards contactless payments

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