

## **Debit Cards in Mexico**

Market Direction | 2022-12-01 | 25 pages | Euromonitor

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### **Report description:**

Having slowed significantly during the pandemic, the rate of growth in both the number and value of debit card transactions accelerated during 2021. This acceleration was driven by an economic rebound as COVID-19 restrictions were eased, which boosted consumer confidence, in addition to strong growth in the number of e-commerce transactions - for which debit cards are a popular payment method. However, the number of debit cards in circulation in 2021 and the number of debit accounts both decline...

Euromonitor International's Debit Card Transactions in Mexico 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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2022 sees slow growth, while players partner up with leading brands

Rise of e-commerce supports growth in debit cards

BBVA maintains leadership in 2022, while players target segmented consumer bases and forge new alliances

##### PROSPECTS AND OPPORTUNITIES

As card issuance is set to slow, transaction value growth will speed up in early part of forecast period

Expansion of fintech to present greater competitive threat to traditional banking

Digital evolution to support growth in online transactions and slowly boost consumer confidence

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