

Debit Cards in the Philippines

Market Direction | 2022-12-01 | 23 pages | Euromonitor

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Report description:

Debit cards in the Philippines have largely been known and treated as ATM cards only - prior to the outbreak of COVID-19 the use of debit cards was primarily for making cash withdrawals. This was because most people were either unaware that they can use their debit card to make cashless transactions or were afraid to use them because of security concerns. However, the COVID-19 pandemic has raised consumer awareness, pushing use of debit cards for direct, cashless transactions too, driven by the...

Euromonitor International's Debit Card Transactions in Philippines 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.

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