

Credit Cards in Vietnam

Market Direction | 2023-11-21 | 30 pages | Euromonitor

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Report description:

Credit cards are also benefitting from the ongoing government and finance industry efforts to promote a cashless payment society. As such, we are seeing a robust performance in credit cards in 2023, thanks to a growing awareness among consumers about the advantages of credit cards, in terms of enhancing spend levels and facilitating effective financial management at the same time.

Euromonitor International's Credit 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 Credit Card Transactions, Personal Credit 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 Credit 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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2023 DEVELOPMENTS

Cashback cards appeal to consumers who are struggling in an economic context

Gen Z has become the target audience of both issuers and operators

Domestic credit cards benefit from government and issuer initiatives

PROSPECTS AND OPPORTUNITIES

Hybrid credit/debit cards expected to see ongoing developments

State Bank of Vietnam and NAPAS will continue to boost the presence of domestic credit cards

Increasing trend of buy now pay later may affect the growth of credit cards

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