

## Debit Cards in Vietnam

Market Direction | 2023-11-21 | 22 pages | Euromonitor

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### Report description:

Cashless payment trends are being boosted by both government and issuer initiatives in Vietnam, along with support from retailers in various industries and channels across the country. This, in turn, is helping to boost the performance of financial cards, with debit cards seeing robust growth in 2023. Efforts made across the review period have contributed to this, and such efforts continue to herald positive effects. In June 2023, we saw the Cashless Town Festival, organised in Ho Chi Minh City,...

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.

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Virtual debit cards receiving more attention from both issuers and consumers

Debit card registration processes simplify with omnichannel banking

##### PROSPECTS AND OPPORTUNITIES

Cashless payment trends will continue to boost the growth of debit cards in Vietnam

Debit card issuers are increasingly focusing on younger consumers, leading to a transition towards a cashless society

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