

Financial Cards and Payments in Vietnam

Market Direction | 2023-11-21 | 49 pages | Euromonitor

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Report description:

2023 is witnessing a substantial increase in both the volume and value of financial cards overall, primarily driven by government initiatives aimed at encouraging cashless payments. Debit cards, credit cards, and pre-paid cards are all seeing healthy double-digit transaction value growth, with credit cards showing the strongest growth regarding numbers of cards in circulation, followed by debit cards and pre-paid cards in numbers. Charge cards and store cards are negligible in Vietnam.

Euromonitor International's Financial Cards and Payments 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: Financial Cards in Circulation, Mobile Payments, 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 Financial Cards and Payments 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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Both the government and issuers play significant roles in boosting the cashless payment trend

Virtual debit cards receiving more attention from both issuers and consumers

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