

Credit Cards in the Philippines

Market Direction | 2024-12-13 | 29 pages | Euromonitor

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Report description:

Credit card usage in the Philippines is being shaped by the growing need for accessible credit, in line with evolving consumer lifestyles. To meet this rising demand, banks like EastWest Bank have expanded their credit card offerings, aligning with customers' evolving needs. In particular, the growing interest in travel among Filipinos has fuelled the popularity of travel-focused credit cards. Metrobank, for instance, has launched products tailored to travellers, offering rewards, discounts, and...

Euromonitor International's Credit 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 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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BDO retains its status as largest credit card issuer

Emergence of new players drives demand

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