

Credit Cards in Vietnam

Market Direction | 2025-01-07 | 31 pages | Euromonitor

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Report description:

Credit cards are expected to demonstrate robust growth in Vietnam transaction value and volume in 2024, driven by the aggressive marketing and promotional efforts of both the government and banking institutions. Within this, commercial credit cards are leading growth, fuelled by rising demand from SMEs and micro-enterprises. Despite the government's efforts to increase lending capital for businesses, many smaller companies still struggle to meet stringent credit requirements. Unable to secure tr...

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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CREDIT CARDS IN VIETNAM

KEY DATA FINDINGS

2024 DEVELOPMENTS

Credit cards attract businesses and tech-savvy young consumers
Regulatory changes impact credit card market
Banks launch personalised credit cards to attract distinct consumer segments

PROSPECTS AND OPPORTUNITIES

Credit cards are set for healthy growth, driven by marketing and promotions, although BNPL services will likely pose competition
Fast expansion of QR payments will have negative impact on credit cards
Domestic credit cards poised to increase their share, with NAPAS leading the way

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