

**Debit Cards in Peru**

Market Direction | 2025-01-21 | 20 pages | Euromonitor

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**Report description:**

The use of debit cards continued to grow in Peru in 2024, both in the number of transactions and in value, continuing the trend observed after the most critical stages of the COVID-19 pandemic. This growth has been higher than the growth observed for credit cards, with consumers more reticent about using the latter due to fear of inability to meet repayments in relation to the high interest rates seen in credit cards. Meanwhile, debit cards are preferred due to offering better finance management...

Euromonitor International's Debit Card Transactions in Peru 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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Euromonitor International  
January 2025

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##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Debit card usage continues to grow, thanks to improving economy and greater acceptance by users and businesses

Rapid implementation of NFC and TTP technology is helping to boost the use of debit cards in payment processes

Financial institutions continue to show dynamism regarding debit cards, promoting access to their virtual platforms

##### PROSPECTS AND OPPORTUNITIES

Debit card usage will continue to grow, while digital wallets also rise in popularity

Developments in technology will continue and expand with more points of sale

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