

## Debit Cards in Vietnam

Market Direction | 2025-01-07 | 23 pages | Euromonitor

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### Report description:

In 2024, debit card transactions in Vietnam are set to experience positive growth in volume and current value terms, supported by their ease of use, an expanding POS network and attractive customer benefits. Local banks such as Techcombank, VP Bank, and Vietcombank have incentivised the use of debit cards for payments through cashback offers, discounts, and other cost-saving perks, making them a popular choice for consumers. However, the rate of expansion of debit card transactions has slowed co...

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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