

Financial Cards and Payments in Colombia

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Report description:

Financial cards and payments in Colombia performed well in 2024, with rates of growth in volume and current value transactions surpassing those recorded in 2023 and the total number of cards in circulation increasing at a solid pace. These results were partly attributable to higher confidence and spending among the population as inflationary pressures steadily receded and economic activity picked up. However, the primary driver of expansion remained the long-term tendency of consumers and busine...

Euromonitor International's Financial Cards and Payments in Colombia 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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2024 DEVELOPMENTS

More favourable macroeconomic climate bolsters performance of debit cards

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