

## **Financial Cards and Payments in Vietnam**

Market Direction | 2025-01-07 | 48 pages | Euromonitor

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### **Report description:**

In 2024, Vietnam is poised to see sustained growth in terms of the number of financial cards in circulation, alongside expanding adoption of cashless transactions. This trend reflects a growing consumer awareness of the benefits of digital payments, such as enhanced convenience, improved security, simplified record-keeping, and easier online shopping experiences. Financial cards also offer attractive incentives, including discounts and cashback rewards, while promoting better personal financial...

Euromonitor International's Financial Cards and Payments 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: 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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