

Financial Cards and Payments in Vietnam

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

AVAILABLE LICENSES:

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

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.

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Financial Cards and Payments in Vietnam

Euromonitor International

January 2025

List Of Contents And Tables

FINANCIAL CARDS AND PAYMENTS IN VIETNAM

EXECUTIVE SUMMARY

Financial cards and payments in 2024: The big picture

2024 key trends

Competition heats up in digital banking as players launch innovative solutions

Government regulations seek to strengthen security and streamline banking processes

Competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 1 Number of POS Terminals: Units 2019-2024

Table 2 Number of ATMs: Units 2019-2024

Table 3 Value Lost to Fraud 2019-2024

Table 4 Card Expenditure by Location 2024

Table 5 Financial Cards in Circulation by Type: % Number of Cards 2019-2024

Table 6 Domestic versus Foreign Spend 2024

MARKET DATA

Table 7 Financial Cards by Category: Number of Cards in Circulation 2019-2024

Table 8 Financial Cards by Category: Number of Accounts 2019-2024

Table 9 Financial Cards Transactions by Category: Value 2019-2024

Table 10 □Financial Cards by Category: Number of Transactions 2019-2024

Table 11 □Consumer Payments by Category: Value 2019-2024

Table 12 □Consumer Payments by Category: Number of Transactions 2019-2024

Table 13 □M-Commerce by Category: Value 2019-2024

Table 14 □M-Commerce by Category: % Value Growth 2019-2024

Table 15 □Financial Cards: Number of Cards by Issuer 2019-2023

Table 16 □Financial Cards: Number of Cards by Operator 2019-2023

Table 17 □Financial Cards: Card Payment Transactions Value by Operator 2019-2023

Table 18 □Financial Cards: Card Payment Transactions Value by Issuer 2019-2023

Table 19 □Forecast Financial Cards by Category: Number of Cards in Circulation 2024-2029

Table 20 □Forecast Financial Cards by Category: Number of Accounts 2024-2029

Table 21 □Forecast Financial Cards Transactions by Category: Value 2024-2029

Table 22 □Forecast Financial Cards by Category: Number of Transactions 2024-2029

Table 23 □Forecast Consumer Payments by Category: Value 2024-2029

Table 24 □Forecast Consumer Payments by Category: Number of Transactions 2024-2029

Table 25 □Forecast M-Commerce by Category: Value 2024-2029

Table 26 □Forecast M-Commerce by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

DEBIT CARDS IN VIETNAM

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

KEY DATA FINDINGS

2024 DEVELOPMENTS

Debit card transactions retain momentum amid shift towards digital payments

Vietnamese banks target SMEs with new commercial debit card offerings

International debit cards gain traction

PROSPECTS AND OPPORTUNITIES

Debit cards will benefit from expansion of digital payment ecosystems

Enhancement of cross-border payment accessibility for Vietnamese cardholders

Fast expansion of QR payments will challenge debit card growth

CATEGORY DATA

Table 27 Debit Cards: Number of Cards in Circulation 2019-2024

Table 28 Debit Cards Transactions 2019-2024

Table 29 Debit Cards in Circulation: % Growth 2019-2024

Table 30 Debit Cards Transactions: % Growth 2019-2024

Table 31 Debit Cards: Number of Cards by Issuer 2019-2023

Table 32 Debit Cards: Number of Cards by Operator 2019-2023

Table 33 Debit Cards Payment Transaction Value by Issuer 2019-2023

Table 34 Debit Cards Payment Transaction Value by Operator 2019-2023

Table 35 Forecast Debit Cards: Number of Cards in Circulation 2024-2029

Table 36 □Forecast Debit Cards Transactions 2024-2029

Table 37 □Forecast Debit Cards in Circulation: % Growth 2024-2029

Table 38 □Forecast Debit Cards Transactions: % Growth 2024-2029

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

CATEGORY DATA

Table 39 Credit Cards: Number of Cards in Circulation 2019-2024

Table 40 Credit Cards Transactions 2019-2024

Table 41 Credit Cards in Circulation: % Growth 2019-2024

Table 42 Credit Cards Transactions: % Growth 2019-2024

Table 43 Commercial Credit Cards: Number of Cards in Circulation 2019-2024

Table 44 Commercial Credit Cards Transactions 2019-2024

Table 45 Commercial Credit Cards in Circulation: % Growth 2019-2024

Table 46 Commercial Credit Cards Transactions: % Growth 2019-2024

Table 47 Personal Credit Cards: Number of Cards in Circulation 2019-2024

Table 48 □Personal Credit Cards Transactions 2019-2024

Table 49 □Personal Credit Cards in Circulation: % Growth 2019-2024

Table 50 □Personal Credit Cards Transactions: % Growth 2019-2024

Table 51 □Credit Cards: Number of Cards by Issuer 2019-2023

Table 52 □Credit Cards: Number of Cards by Operator 2019-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 53 □Credit Cards Payment Transaction Value by Issuer 2019-2023

Table 54 □Credit Cards Payment Transaction Value by Operator 2019-2023

Table 55 □Commercial Credit Cards: Number of Cards by Issuer 2019-2023

Table 56 □Commercial Credit Cards: Number of Cards by Operator 2019-2023

Table 57 □Commercial Credit Cards Payment Transaction Value by Issuer 2019-2023

Table 58 □Commercial Credit Cards Payment Transaction Value by Operator 2019-2023

Table 59 □Personal Credit Cards: Number of Cards by Issuer 2019-2023

Table 60 □Personal Credit Cards: Number of Cards by Operator 2019-2023

Table 61 □Personal Credit Cards Payment Transaction Value by Issuer 2019-2023

Table 62 □Personal Credit Cards Payment Transaction Value by Operator 2019-2023

Table 63 □Forecast Credit Cards: Number of Cards in Circulation 2024-2029

Table 64 □Forecast Credit Cards Transactions 2024-2029

Table 65 □Forecast Credit Cards in Circulation: % Growth 2024-2029

Table 66 □Forecast Credit Cards Transactions: % Growth 2024-2029

Table 67 □Forecast Commercial Credit Cards: Number of Cards in Circulation 2024-2029

Table 68 □Forecast Commercial Credit Cards Transactions 2024-2029

Table 69 □Forecast Commercial Credit Cards in Circulation: % Growth 2024-2029

Table 70 □Forecast Commercial Credit Cards Transactions: % Growth 2024-2029

Table 71 □Forecast Personal Credit Cards: Number of Cards in Circulation 2024-2029

Table 72 □Forecast Personal Credit Cards Transactions 2024-2029

Table 73 □Forecast Personal Credit Cards in Circulation: % Growth 2024-2029

Table 74 □Forecast Personal Credit Cards Transactions: % Growth 2024-2029

CHARGE CARDS IN VIETNAM

2024 DEVELOPMENTS

PRE-PAID CARDS IN VIETNAM

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising adoption of credit cards and QR payments leads to decline in pre-paid card usage

New regulations impact pre-paid cards in Vietnam

Closed pre-paid card enter the transportation industry

PROSPECTS AND OPPORTUNITIES

Surge in electronic payments expected to impact pre-paid card usage

Investment in one-touch payment systems for public transportation services will boost demand for open-loop cards

Expected growth in share of domestic pre-paid cards, driven by NAPAS network and lower fees

CATEGORY DATA

Table 75 Pre-paid Cards: Number of Cards in Circulation 2019-2024

Table 76 Pre-paid Cards Transactions 2019-2024

Table 77 Pre-paid Cards in Circulation: % Growth 2019-2024

Table 78 Pre-paid Cards Transactions: % Growth 2019-2024

Table 79 Closed Loop Pre-paid Cards Transactions 2019-2024

Table 80 Closed Loop Pre-paid Cards Transactions: % Growth 2019-2024

Table 81 Open Loop Pre-paid Cards Transactions 2019-2024

Table 82 Open Loop Pre-paid Cards Transactions: % Growth 2019-2024

Table 83 Pre-paid Cards: Number of Cards by Issuer 2019-2023

Table 84 □Pre-paid Cards: Number of Cards by Operator 2019-2023

Table 85 □Pre-paid Cards Transaction Value by Issuer 2019-2023

Table 86 □Pre-paid Cards Transaction Value by Operator 2019-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Table 87 □Closed Loop Pre-paid Cards: Number of Cards by Issuer 2019-2023
- Table 88 □Closed Loop Pre-paid Cards: Number of Cards by Operator 2019-2023
- Table 89 □Closed Loop Pre-paid Cards Transaction Value by Issuer 2019-2023
- Table 90 □Closed Loop Pre-paid Cards Transaction Value by Operator 2019-2023
- Table 91 □Open Loop Pre-paid Cards: Number of Cards by Issuer 2019-2023
- Table 92 □Open Loop Pre-paid Cards: Number of Cards by Operator 2019-2023
- Table 93 □Open Loop Pre-paid Cards Transaction Value by Issuer 2019-2023
- Table 94 □Open Loop Pre-paid Cards Transaction Value by Operator 2019-2023
- Table 95 □Forecast Pre-paid Cards: Number of Cards in Circulation 2024-2029
- Table 96 □Forecast Pre-paid Cards Transactions 2024-2029
- Table 97 □Forecast Pre-paid Cards in Circulation: % Growth 2024-2029
- Table 98 □Forecast Pre-paid Cards Transactions: % Growth 2024-2029
- Table 99 □Forecast Closed Loop Pre-paid Cards Transactions 2024-2029
- Table 100 □Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2024-2029
- Table 101 □Forecast Open Loop Pre-paid Cards Transactions 2024-2029
- Table 102 □Forecast Open Loop Pre-paid Cards Transactions: % Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Financial Cards and Payments in Vietnam

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-04"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com