

Charge Cards in Portugal

November 2023

Table of Contents

Charge Cards in Portugal - Category analysis

Charge Cards in Portugal - Company Profile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Charge cards continues to grow in post-pandemic recovery

Penetration level remains low

Banco Comercial Português discontinues its cards

PROSPECTS AND OPPORTUNITIES

Charge cards expected to see further growth

Credit cards limit growth potential in charge cards

Santander set to settle in as leader

CATEGORY DATA

Table 1 - Charge Cards: Number of Cards in Circulation 2018-2023

Table 2 - Charge Cards Transactions 2018-2023

Table 3 - Charge Cards in Circulation: % Growth 2018-2023

Table 4 - Charge Cards Transactions: % Growth 2018-2023

Table 5 - Commercial Charge Cards: Number of Cards in Circulation 2018-2023

Table 6 - Commercial Charge Cards Transactions 2018-2023

Table 7 - Commercial Charge Cards in Circulation: % Growth 2018-2023

Table 8 - Commercial Charge Cards Transactions: % Growth 2018-2023

Table 9 - Charge Cards: Number of Cards by Issuer 2018-2022

Table 10 - Charge Cards: Number of Cards by Operator 2018-2022

Table 11 - Charge Cards Payment Transaction Value by Issuer 2018-2022

Table 12 - Charge Cards Payment Transaction Value by Operator 2018-2022

Table 13 - Commercial Charge Cards: Number of Cards by Issuer 2018-2022

Table 14 - Commercial Charge Cards: Number of Cards by Operator 2018-2022

Table 15 - Commercial Charge Cards Payment Transaction Value by Issuer 2018-2022

Table 16 - Commercial Charge Cards Payment Transaction Value by Operator 2018-2022

Table 17 - Forecast Charge Cards: Number of Cards in Circulation 2023-2028

Table 18 - Forecast Charge Cards Transactions 2023-2028

Table 19 - Forecast Charge Cards in Circulation: % Growth 2023-2028

Table 20 - Forecast Charge Cards Transactions: % Growth 2023-2028

Table 21 - Forecast Commercial Charge Cards: Number of Cards in Circulation 2023-2028

Table 22 - Forecast Commercial Charge Cards Transactions 2023-2028

Table 23 - Forecast Commercial Charge Cards in Circulation: % Growth 2023-2028

Table 24 - Forecast Commercial Charge Cards Transactions: % Growth 2023-2028

Credit Cards in Portugal - Category analysis

Credit Cards in Portugal - Company Profile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Credit cards sees further growth but at a lower rate than debit cards in 2023

Competition heats up

Visa strengthens its share

PROSPECTS AND OPPORTUNITIES

Positive growth anticipated for forecast period as digital shift persists

BNPL represents competitive threat to credit cards

Partnerships shape competitive landscape

CATEGORY DATA

Table 25 - Credit Cards: Number of Cards in Circulation 2018-2023

Table 26 - Credit Cards Transactions 2018-2023

Table 27 - Credit Cards in Circulation: % Growth 2018-2023

Table 28 - Credit Cards Transactions: % Growth 2018-2023

Table 29 - Commercial Credit Cards: Number of Cards in Circulation 2018-2023

Table 30 - Commercial Credit Cards Transactions 2018-2023

Table 31 - Commercial Credit Cards in Circulation: % Growth 2018-2023

Table 32 - Commercial Credit Cards Transactions: % Growth 2018-2023

Table 33 - Personal Credit Cards: Number of Cards in Circulation 2018-2023

Table 34 - Personal Credit Cards Transactions 2018-2023

Table 35 - Personal Credit Cards in Circulation: % Growth 2018-2023

Table 36 - Personal Credit Cards Transactions: % Growth 2018-2023

Table 37 - Credit Cards: Number of Cards by Issuer 2018-2022

Table 38 - Credit Cards: Number of Cards by Operator 2018-2022

Table 39 - Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 40 - Credit Cards Payment Transaction Value by Operator 2018-2022

Table 41 - Commercial Credit Cards: Number of Cards by Issuer 2018-2022

Table 42 - Commercial Credit Cards: Number of Cards by Operator 2018-2022

Table 43 - Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 44 - Commercial Credit Cards Payment Transaction Value by Operator 2018-2022

Table 45 - Personal Credit Cards: Number of Cards by Issuer 2018-2022

Table 46 - Personal Credit Cards: Number of Cards by Operator 2018-2022

Table 47 - Personal Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 48 - Personal Credit Cards Payment Transaction Value by Operator 2018-2022

Table 49 - Forecast Credit Cards: Number of Cards in Circulation 2023-2028

Table 50 - Forecast Credit Cards Transactions 2023-2028

Table 51 - Forecast Credit Cards in Circulation: % Growth 2023-2028

Table 52 - Forecast Credit Cards Transactions: % Growth 2023-2028

Table 53 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028

Table 54 - Forecast Commercial Credit Cards Transactions 2023-2028

Table 55 - Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028

Table 56 - Forecast Commercial Credit Cards Transactions: % Growth 2023-2028

Table 57 - Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028

Table 58 - Forecast Personal Credit Cards Transactions 2023-2028

Table 59 - Forecast Personal Credit Cards in Circulation: % Growth 2023-2028

Table 60 - Forecast Personal Credit Cards Transactions: % Growth 2023-2028

[Debit Cards in Portugal - Category analysis](#)

[Debit Cards in Portugal - Company Profile](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Debit cards sees continued growth in 2023

Commercial cards records lower growth than personal cards

Caixa Geral de Depósitos leads, while fees have soared

PROSPECTS AND OPPORTUNITIES

Debit cards to remain on an upward trajectory though faces some hurdles
Value per transaction set to fall, though BNPL services may boost use of debit cards
Competition will intensify

CATEGORY DATA

- Table 61 - Debit Cards: Number of Cards in Circulation 2018-2023
- Table 62 - Debit Cards Transactions 2018-2023
- Table 63 - Debit Cards in Circulation: % Growth 2018-2023
- Table 64 - Debit Cards Transactions: % Growth 2018-2023
- Table 65 - Debit Cards: Number of Cards by Issuer 2018-2022
- Table 66 - Debit Cards: Number of Cards by Operator 2018-2022
- Table 67 - Debit Cards Payment Transaction Value by Issuer 2018-2022
- Table 68 - Debit Cards Payment Transaction Value by Operator 2018-2022
- Table 69 - Forecast Debit Cards: Number of Cards in Circulation 2023-2028
- Table 70 - Forecast Debit Cards Transactions 2023-2028
- Table 71 - Forecast Debit Cards in Circulation: % Growth 2023-2028
- Table 72 - Forecast Debit Cards Transactions: % Growth 2023-2028

[Pre-Paid Cards in Portugal - Category analysis](#)

[Pre-Paid Cards in Portugal - Company Profile](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Closed loop cards record double-digit rise
- Open loop on the rise
- Fintechs gain growing importance in the category

PROSPECTS AND OPPORTUNITIES

- Revolut to continue boosting overall growth
- Mobility creates new opportunities
- Employee benefit cards: What's next?

CATEGORY DATA

- Table 73 - Pre-paid Cards: Number of Cards in Circulation 2018-2023
- Table 74 - Pre-paid Cards Transactions 2018-2023
- Table 75 - Pre-paid Cards in Circulation: % Growth 2018-2023
- Table 76 - Pre-paid Cards Transactions: % Growth 2018-2023
- Table 77 - Closed Loop Pre-paid Cards Transactions 2018-2023
- Table 78 - Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023
- Table 79 - Open Loop Pre-paid Cards Transactions 2018-2023
- Table 80 - Open Loop Pre-paid Cards Transactions: % Growth 2018-2023
- Table 81 - Pre-paid Cards: Number of Cards by Issuer 2018-2022
- Table 82 - Pre-paid Cards: Number of Cards by Operator 2018-2022
- Table 83 - Pre-paid Cards Transaction Value by Issuer 2018-2022
- Table 84 - Pre-paid Cards Transaction Value by Operator 2018-2022
- Table 85 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022
- Table 86 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022
- Table 87 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022
- Table 88 - Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022
- Table 89 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022
- Table 90 - Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022
- Table 91 - Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 92 - Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022
Table 93 - Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028
Table 94 - Forecast Pre-paid Cards Transactions 2023-2028
Table 95 - Forecast Pre-paid Cards in Circulation: % Growth 2023-2028
Table 96 - Forecast Pre-paid Cards Transactions: % Growth 2023-2028
Table 97 - Forecast Closed Loop Pre-paid Cards Transactions 2023-2028
Table 98 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028
Table 99 - Forecast Open Loop Pre-paid Cards Transactions 2023-2028
Table 100 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

[Store Cards in Portugal - Category analysis](#)

[Store Cards in Portugal - Company Profile](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Store cards sees steady growth in 2023
Oney still in the lead
El Corte Inglés still gaining ground

PROSPECTS AND OPPORTUNITIES

Store cards set to see slow growth
Oney to remain the number one issuer
El Corte Inglés: will it change to credit?

CATEGORY DATA

Table 101 - Store Cards: Number of Cards in Circulation 2018-2023
Table 102 - Store Cards Transactions 2018-2023
Table 103 - Store Cards in Circulation: % Growth 2018-2023
Table 104 - Store Cards Transactions: % Growth 2018-2023
Table 105 - Store Cards: Number of Cards by Issuer 2018-2022
Table 106 - Store Cards: Payment Transaction Value by Issuer 2018-2022
Table 107 - Forecast Store Cards: Number of Cards in Circulation 2023-2028
Table 108 - Forecast Store Cards Transactions 2023-2028
Table 109 - Forecast Store Cards in Circulation: % Growth 2023-2028
Table 110 - Forecast Store Cards Transactions: % Growth 2023-2028

[Financial Cards and Payments in Portugal - Industry Overview](#)

EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture
2023 key trends
Competitive landscape
What next for financial cards and payments?

MARKET INDICATORS

Table 111 - Number of POS Terminals: Units 2018-2023
Table 112 - Number of ATMs: Units 2018-2023
Table 113 - Value Lost to Fraud 2018-2023
Table 114 - Card Expenditure by Location 2023
Table 115 - Financial Cards in Circulation by Type: % Number of Cards 2018-2023
Table 116 - Domestic versus Foreign Spend 2023

MARKET DATA

- Table 117 - Financial Cards by Category: Number of Cards in Circulation 2018-2023
- Table 118 - Financial Cards by Category: Number of Accounts 2018-2023
- Table 119 - Financial Cards Transactions by Category: Value 2018-2023
- Table 120 - Financial Cards by Category: Number of Transactions 2018-2023
- Table 121 - Consumer Payments by Category: Value 2018-2023
- Table 122 - Consumer Payments by Category: Number of Transactions 2018-2023
- Table 123 - M-Commerce by Category: Value 2018-2023
- Table 124 - M-Commerce by Category: % Value Growth 2018-2023
- Table 125 - Financial Cards: Number of Cards by Issuer 2018-2022
- Table 126 - Financial Cards: Number of Cards by Operator 2018-2022
- Table 127 - Financial Cards: Card Payment Transactions Value by Operator 2018-2022
- Table 128 - Financial Cards: Card Payment Transactions Value by Issuer 2018-2022
- Table 129 - Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028
- Table 130 - Forecast Financial Cards by Category: Number of Accounts 2023-2028
- Table 131 - Forecast Financial Cards Transactions by Category: Value 2023-2028
- Table 132 - Forecast Financial Cards by Category: Number of Transactions 2023-2028
- Table 133 - Forecast Consumer Payments by Category: Value 2023-2028
- Table 134 - Forecast Consumer Payments by Category: Number of Transactions 2023-2028
- Table 135 - Forecast M-Commerce by Category: Value 2023-2028
- Table 136 - Forecast M-Commerce by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/charge-cards-in-portugal/report.