



# Debit Cards in Vietnam

November 2023

Table of Contents

[Charge Cards in Vietnam - Category analysis](#)

[Charge Cards in Vietnam - Company Profile](#)

## 2023 DEVELOPMENTS

[Credit Cards in Vietnam - Category analysis](#)

[Credit Cards in Vietnam - Company Profile](#)

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Cashback cards appeal to consumers who are struggling in an economic context

Gen Z has become the target audience of both issuers and operators

Domestic credit cards benefit from government and issuer initiatives

### PROSPECTS AND OPPORTUNITIES

Hybrid credit/debit cards expected to see ongoing developments

State Bank of Vietnam and NAPAS will continue to boost the presence of domestic credit cards

Increasing trend of buy now pay later may affect the growth of credit cards

## CATEGORY DATA

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

Table 2 - Credit Cards Transactions 2018-2023

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

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

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

Table 6 - Commercial Credit Cards Transactions 2018-2023

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

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

Table 9 - Personal Credit Cards: Number of Cards in Circulation 2018-2023

Table 10 - Personal Credit Cards Transactions 2018-2023

Table 11 - Personal Credit Cards in Circulation: % Growth 2018-2023

Table 12 - Personal Credit Cards Transactions: % Growth 2018-2023

Table 13 - Credit Cards: Number of Cards by Issuer 2018-2022

Table 14 - Credit Cards: Number of Cards by Operator 2018-2022

Table 15 - Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 16 - Credit Cards Payment Transaction Value by Operator 2018-2022

Table 17 - Commercial Credit Cards: Number of Cards by Issuer 2018-2022

Table 18 - Commercial Credit Cards: Number of Cards by Operator 2018-2022

Table 19 - Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 20 - Commercial Credit Cards Payment Transaction Value by Operator 2018-2022

Table 21 - Personal Credit Cards: Number of Cards by Issuer 2018-2022

Table 22 - Personal Credit Cards: Number of Cards by Operator 2018-2022

Table 23 - Personal Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 24 - Personal Credit Cards Payment Transaction Value by Operator 2018-2022

Table 25 - Forecast Credit Cards: Number of Cards in Circulation 2023-2028

Table 26 - Forecast Credit Cards Transactions 2023-2028

Table 27 - Forecast Credit Cards in Circulation: % Growth 2023-2028

Table 28 - Forecast Credit Cards Transactions: % Growth 2023-2028

Table 29 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028

Table 30 - Forecast Commercial Credit Cards Transactions 2023-2028

Table 31 - Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028

Table 32 - Forecast Commercial Credit Cards Transactions: % Growth 2023-2028

Table 33 - Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028

Table 34 - Forecast Personal Credit Cards Transactions 2023-2028

Table 35 - Forecast Personal Credit Cards in Circulation: % Growth 2023-2028

Table 36 - Forecast Personal Credit Cards Transactions: % Growth 2023-2028

## Debit Cards in Vietnam - Category analysis

### Debit Cards in Vietnam - Company Profile

#### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Both the government and issuers play significant roles in boosting the cashless payment trend

Virtual debit cards receiving more attention from both issuers and consumers

Debit card registration processes simplify with omnichannel banking

##### PROSPECTS AND OPPORTUNITIES

Cashless payment trends will continue to boost the growth of debit cards in Vietnam

Debit card issuers are increasingly focusing on younger consumers, leading to a transition towards a cashless society

The rise of e-wallets and internet banking may negatively affect the growth rate of debit cards

#### CATEGORY DATA

Table 37 - Debit Cards: Number of Cards in Circulation 2018-2023

Table 38 - Debit Cards Transactions 2018-2023

Table 39 - Debit Cards in Circulation: % Growth 2018-2023

Table 40 - Debit Cards Transactions: % Growth 2018-2023

Table 41 - Debit Cards: Number of Cards by Issuer 2018-2022

Table 42 - Debit Cards: Number of Cards by Operator 2018-2022

Table 43 - Debit Cards Payment Transaction Value by Issuer 2018-2022

Table 44 - Debit Cards Payment Transaction Value by Operator 2018-2022

Table 45 - Forecast Debit Cards: Number of Cards in Circulation 2023-2028

Table 46 - Forecast Debit Cards Transactions 2023-2028

Table 47 - Forecast Debit Cards in Circulation: % Growth 2023-2028

Table 48 - Forecast Debit Cards Transactions: % Growth 2023-2028

## Pre-Paid Cards in Vietnam - Category analysis

### Pre-Paid Cards in Vietnam - Company Profile

#### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Pre-paid cards supported by the growth of e-commerce

Virtual pre-paid cards are also on the rise, in cross-category trend

The presence of closed loop pre-paid card remains negligible in Vietnam

##### PROSPECTS AND OPPORTUNITIES

Hybrid cards may affect growth prospects of pre-paid cards

Open loop cards for public transportation receiving more attention from banks

Virtual pre-paid cards are expected to increase in popularity

#### CATEGORY DATA

Table 49 - Pre-paid Cards: Number of Cards in Circulation 2018-2023

Table 50 - Pre-paid Cards Transactions 2018-2023

Table 51 - Pre-paid Cards in Circulation: % Growth 2018-2023  
Table 52 - Pre-paid Cards Transactions: % Growth 2018-2023  
Table 53 - Closed Loop Pre-paid Cards Transactions 2018-2023  
Table 54 - Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023  
Table 55 - Open Loop Pre-paid Cards Transactions 2018-2023  
Table 56 - Open Loop Pre-paid Cards Transactions: % Growth 2018-2023  
Table 57 - Pre-paid Cards: Number of Cards by Issuer 2018-2022  
Table 58 - Pre-paid Cards: Number of Cards by Operator 2018-2022  
Table 59 - Pre-paid Cards Transaction Value by Issuer 2018-2022  
Table 60 - Pre-paid Cards Transaction Value by Operator 2018-2022  
Table 61 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022  
Table 62 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022  
Table 63 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022  
Table 64 - Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022  
Table 65 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022  
Table 66 - Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022  
Table 67 - Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022  
Table 68 - Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022  
Table 69 - Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028  
Table 70 - Forecast Pre-paid Cards Transactions 2023-2028  
Table 71 - Forecast Pre-paid Cards in Circulation: % Growth 2023-2028  
Table 72 - Forecast Pre-paid Cards Transactions: % Growth 2023-2028  
Table 73 - Forecast Closed Loop Pre-paid Cards Transactions 2023-2028  
Table 74 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028  
Table 75 - Forecast Open Loop Pre-paid Cards Transactions 2023-2028  
Table 76 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

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

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

## 2023 DEVELOPMENTS

[Financial Cards and Payments in Vietnam - 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 77 - Number of POS Terminals: Units 2018-2023

Table 78 - Number of ATMs: Units 2018-2023

Table 79 - Value Lost to Fraud 2018-2023

Table 80 - Card Expenditure by Location 2023

Table 81 - Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 82 - Domestic versus Foreign Spend 2023

## MARKET DATA

Table 83 - Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 84 - Financial Cards by Category: Number of Accounts 2018-2023

Table 85 - Financial Cards Transactions by Category: Value 2018-2023

Table 86 - Financial Cards by Category: Number of Transactions 2018-2023

Table 87 - Consumer Payments by Category: Value 2018-2023

Table 88 - Consumer Payments by Category: Number of Transactions 2018-2023

Table 89 - M-Commerce by Category: Value 2018-2023

Table 90 - M-Commerce by Category: % Value Growth 2018-2023

Table 91 - Financial Cards: Number of Cards by Issuer 2018-2022

Table 92 - Financial Cards: Number of Cards by Operator 2018-2022

Table 93 - Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 94 - Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 95 - Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 96 - Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 97 - Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 98 - Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 99 - Forecast Consumer Payments by Category: Value 2023-2028

Table 100 - Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 101 - Forecast M-Commerce by Category: Value 2023-2028

Table 102 - Forecast M-Commerce by Category: % Value Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

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