

# Store Cards in South Korea

November 2023

Table of Contents

## Credit Cards in South Korea - Category analysis

## Credit Cards in South Korea - Company Profile

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increasing use of credit cards since reopening of society

Shinhan Card remains leading local issuer of credit cards

Introduction of Apple Pay in South Korea

#### PROSPECTS AND OPPORTUNITIES

As demand for travel skyrockets, travel-focused credit cards are being launched

Credit card companies cut interest-free instalments

Credit cards for teenagers

#### 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 South Korea - Category analysis](#)

### [Debit Cards in South Korea - Company Profile](#)

#### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Declining number of debit cards in circulation in South Korea  
Increasing usage of debit cards in South Korea  
NongHyup remains leading local issuer of debit cards in South Korea

#### PROSPECTS AND OPPORTUNITIES

Hana Card's Travlog debit card gains momentum following reopening of borders  
Companies allow issuance of debit cards to shared bank accounts  
Launch of new transportation card plus

#### 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 South Korea - Category analysis](#)

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

#### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Competitive landscape of pre-paid cards in South Korea  
Fintech companies expand into the pre-paid space  
T-money offers new type of pre-paid tagless payment service on public transport

#### PROSPECTS AND OPPORTUNITIES

Travel pre-paid cards expand with greater resumption of travel  
Pre-paid cards targeting teenagers  
Closed loop pre-paid cards set to rise over forecast period due to different gifting options and collaborations

#### 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 South Korea - Category analysis](#)

[Store Cards in South Korea - Company Profile](#)

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Undynamic store cards dominated by Hyundai Department Store  
App-based store card function to provide convenient payment method

#### PROSPECTS AND OPPORTUNITIES

Importance of store cards to secure customers with increasing expenditure in department stores  
Department stores aim to capture attention of younger generations

#### CATEGORY DATA

Table 77 - Store Cards: Number of Cards in Circulation 2018-2023  
Table 78 - Store Cards Transactions 2018-2023  
Table 79 - Store Cards in Circulation: % Growth 2018-2023  
Table 80 - Store Cards Transactions: % Growth 2018-2023  
Table 81 - Store Cards: Number of Cards by Issuer 2018-2022  
Table 82 - Store Cards: Payment Transaction Value by Issuer 2018-2022  
Table 83 - Forecast Store Cards: Number of Cards in Circulation 2023-2028  
Table 84 - Forecast Store Cards Transactions 2023-2028  
Table 85 - Forecast Store Cards in Circulation: % Growth 2023-2028  
Table 86 - Forecast Store Cards Transactions: % Growth 2023-2028

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

#### EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture  
2023 key trends  
Overview of financial cards in South Korea  
Competitive landscape

What next for financial cards and payments?

## MARKET INDICATORS

Table 87 - Number of POS Terminals: Units 2018-2023

Table 88 - Number of ATMs: Units 2018-2023

Table 89 - Value Lost to Fraud 2018-2023

Table 90 - Card Expenditure by Location 2023

Table 91 - Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 92 - Domestic versus Foreign Spend 2023

## MARKET DATA

Table 93 - Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 94 - Financial Cards by Category: Number of Accounts 2018-2023

Table 95 - Financial Cards Transactions by Category: Value 2018-2023

Table 96 - Financial Cards by Category: Number of Transactions 2018-2023

Table 97 - Consumer Payments by Category: Value 2018-2023

Table 98 - Consumer Payments by Category: Number of Transactions 2018-2023

Table 99 - M-Commerce by Category: Value 2018-2023

Table 100 - M-Commerce by Category: % Value Growth 2018-2023

Table 101 - Financial Cards: Number of Cards by Issuer 2018-2022

Table 102 - Financial Cards: Number of Cards by Operator 2018-2022

Table 103 - Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 104 - Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 105 - Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 106 - Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 107 - Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 108 - Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 109 - Forecast Consumer Payments by Category: Value 2023-2028

Table 110 - Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 111 - Forecast M-Commerce by Category: Value 2023-2028

Table 112 - 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/store-cards-in-south-korea/report](http://www.euromonitor.com/store-cards-in-south-korea/report).