



Financial Cards and Payments in the Philippines

November 2023

Table of Contents

EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

2023 key trends

Card and e-payments continue to gain ground at the expense of cash

Competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 1 - Number of POS Terminals: Units 2018-2023

Table 2 - Number of ATMs: Units 2018-2023

Table 3 - Value Lost to Fraud 2018-2023

Table 4 - Card Expenditure by Location 2023

Table 5 - Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 6 - Domestic versus Foreign Spend 2023

MARKET DATA

Table 7 - Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 8 - Financial Cards by Category: Number of Accounts 2018-2023

Table 9 - Financial Cards Transactions by Category: Value 2018-2023

Table 10 - Financial Cards by Category: Number of Transactions 2018-2023

Table 11 - Consumer Payments by Category: Value 2018-2023

Table 12 - Consumer Payments by Category: Number of Transactions 2018-2023

Table 13 - M-Commerce by Category: Value 2018-2023

Table 14 - M-Commerce by Category: % Value Growth 2018-2023

Table 15 - Financial Cards: Number of Cards by Issuer 2018-2022

Table 16 - Financial Cards: Number of Cards by Operator 2018-2022

Table 17 - Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 18 - Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 19 - Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 20 - Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 21 - Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 22 - Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 23 - Forecast Consumer Payments by Category: Value 2023-2028

Table 24 - Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 25 - Forecast M-Commerce by Category: Value 2023-2028

Table 26 - Forecast M-Commerce by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Charge Cards in the Philippines - Category analysis](#)

2023 DEVELOPMENTS

Charge cards remains a niche category in the Philippines in 2023

BDO Unibank is the sole issuer of charge cards under American Express

Shop Small initiative

PROSPECTS AND OPPORTUNITIES

Significant development is unlikely over the forecast period

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resurgence in spending and financial burden on consumers drive credit card transactions

Travel boosts spending and stimulates new product development

Higher interest rate imposed by the central bank

PROSPECTS AND OPPORTUNITIES

New players and technologies continue to enter the fray but fraud still plagues credit cards

A drop in delinquencies is set to boost credit cards

Positive outlook despite rising competition

CATEGORY DATA

Table 27 - Credit Cards: Number of Cards in Circulation 2018-2023

Table 28 - Credit Cards Transactions 2018-2023

Table 29 - Credit Cards in Circulation: % Growth 2018-2023

Table 30 - Credit Cards Transactions: % Growth 2018-2023

Table 31 - Commercial Credit Cards: Number of Cards in Circulation 2018-2023

Table 32 - Commercial Credit Cards Transactions 2018-2023

Table 33 - Commercial Credit Cards in Circulation: % Growth 2018-2023

Table 34 - Commercial Credit Cards Transactions: % Growth 2018-2023

Table 35 - Personal Credit Cards: Number of Cards in Circulation 2018-2023

Table 36 - Personal Credit Cards Transactions 2018-2023

Table 37 - Personal Credit Cards in Circulation: % Growth 2018-2023

Table 38 - Personal Credit Cards Transactions: % Growth 2018-2023

Table 39 - Credit Cards: Number of Cards by Issuer 2018-2022

Table 40 - Credit Cards: Number of Cards by Operator 2018-2022

Table 41 - Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 42 - Credit Cards Payment Transaction Value by Operator 2018-2022

Table 43 - Commercial Credit Cards: Number of Cards by Issuer 2018-2022

Table 44 - Commercial Credit Cards: Number of Cards by Operator 2018-2022

Table 45 - Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 46 - Commercial Credit Cards Payment Transaction Value by Operator 2018-2022

Table 47 - Personal Credit Cards: Number of Cards by Issuer 2018-2022

Table 48 - Personal Credit Cards: Number of Cards by Operator 2018-2022

Table 49 - Personal Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 50 - Personal Credit Cards Payment Transaction Value by Operator 2018-2022

Table 51 - Forecast Credit Cards: Number of Cards in Circulation 2023-2028

Table 52 - Forecast Credit Cards Transactions 2023-2028

Table 53 - Forecast Credit Cards in Circulation: % Growth 2023-2028

Table 54 - Forecast Credit Cards Transactions: % Growth 2023-2028

Table 55 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028

Table 56 - Forecast Commercial Credit Cards Transactions 2023-2028

Table 57 - Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028

Table 58 - Forecast Commercial Credit Cards Transactions: % Growth 2023-2028

Table 59 - Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028

Table 60 - Forecast Personal Credit Cards Transactions 2023-2028

Table 61 - Forecast Personal Credit Cards in Circulation: % Growth 2023-2028

Table 62 - Forecast Personal Credit Cards Transactions: % Growth 2023-2028

KEY DATA FINDINGS

2023 DEVELOPMENTS

The pandemic experience provides a springboard for debit cards
Digital banks help to accelerate the adoption of debit cards
InstaPay and PESONet drive debit card usage

PROSPECTS AND OPPORTUNITIES

Slower average spend amid challenges to transaction growth
Product and service improvements to help overcome challenges
“Cash-lite” concept to develop and grow in the forecast period

CATEGORY DATA

Table 63 - Debit Cards: Number of Cards in Circulation 2018-2023
Table 64 - Debit Cards Transactions 2018-2023
Table 65 - Debit Cards in Circulation: % Growth 2018-2023
Table 66 - Debit Cards Transactions: % Growth 2018-2023
Table 67 - Debit Cards: Number of Cards by Issuer 2018-2022
Table 68 - Debit Cards: Number of Cards by Operator 2018-2022
Table 69 - Debit Cards Payment Transaction Value by Issuer 2018-2022
Table 70 - Debit Cards Payment Transaction Value by Operator 2018-2022
Table 71 - Forecast Debit Cards: Number of Cards in Circulation 2023-2028
Table 72 - Forecast Debit Cards Transactions 2023-2028
Table 73 - Forecast Debit Cards in Circulation: % Growth 2023-2028
Table 74 - Forecast Debit Cards Transactions: % Growth 2023-2028

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Government and bank support helps pre-paid cards to gain traction
Mobile wallets propel the expansion of pre-paid cards
Beep card provides new payment solution for transportation

PROSPECTS AND OPPORTUNITIES

Development required for open and closed loop pre-paid cards in a competitive field
Closed loop pre-paid cards are under pressure while virtual cards offer growth opportunities
Mobile wallets to sustain growth for pre-paid cards

CATEGORY DATA

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

Table 88 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 89 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 90 - Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022

Table 91 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 92 - Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 93 - Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 94 - Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022

Table 95 - Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028

Table 96 - Forecast Pre-paid Cards Transactions 2023-2028

Table 97 - Forecast Pre-paid Cards in Circulation: % Growth 2023-2028

Table 98 - Forecast Pre-paid Cards Transactions: % Growth 2023-2028

Table 99 - Forecast Closed Loop Pre-paid Cards Transactions 2023-2028

Table 100 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028

Table 101 - Forecast Open Loop Pre-paid Cards Transactions 2023-2028

Table 102 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

[Store Cards in the Philippines - Category analysis](#)

2023 DEVELOPMENTS

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/financial-cards-and-payments-in-the-philippines/report.