



Euromonitor
International

Debit Cards in the Philippines

November 2023

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Charge Cards in the Philippines - Category analysis

Charge Cards in the Philippines - Company Profile

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

Credit Cards in the Philippines - Category analysis

Credit Cards in the Philippines - Company Profile

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
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KEY DATA FINDINGS

2023 DEVELOPMENTS

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- Digital banks help to accelerate the adoption of debit cards
- InstaPay and PESONet drive debit card usage

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KEY DATA FINDINGS

2023 DEVELOPMENTS

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- Mobile wallets propel the expansion of pre-paid cards
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2023 DEVELOPMENTS

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EXECUTIVE SUMMARY

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