



**Euromonitor  
International**

# Financial Cards and Payments in the Philippines

December 2024

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

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

2024 DEVELOPMENTS

Charge cards remains a niche category in the Philippines

PROSPECTS AND OPPORTUNITIES

Significant development is unlikely over the forecast period

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

KEY DATA FINDINGS

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Convenience and travel aspirations boost credit card usage  
BDO retains its status as largest credit card issuer  
Emergence of new players drives demand

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Debit Cards in the Philippines - Category analysis

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Digital banks drive surge in number of users

Security remains a key issue in debit card usage

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

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Open-loop cards outperform their closed-loop counterparts

GCash and Maya drive growth through development of pre-paid wallets

Traditional banks discontinue certain pre-paid cards in light of mobile wallet growth

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## Store Cards in the Philippines - Category analysis

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