



Charge Cards in Mexico

December 2024

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2024 DEVELOPMENTS

Positive economic environment in 2024 maintains growth for charge cards
Cardholders continue to be compensated for good management
Service leads the strategic proposal of charge cards

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KEY DATA FINDINGS

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- Younger segment drives growth in BNPL
- Card diversification aims to enhance trust amongst Mexicans

PROSPECTS AND OPPORTUNITIES

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Debit Cards in Mexico - Category analysis

Debit Cards in Mexico - Company Profile

KEY DATA FINDINGS

2024 DEVELOPMENTS

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- Neobanks steadily capitalise on debit products
- Building a strong relationship with a financial institution

PROSPECTS AND OPPORTUNITIES

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

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic stability favours growth for store cards in Mexico
Cashback continues to drive competitiveness amongst store cards
Store cards help move towards financial inclusion, with improved accessibility to credit products

PROSPECTS AND OPPORTUNITIES

Marketplaces will continue challenging traditional ways of selling, offering opportunities to financial products
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EXECUTIVE SUMMARY

Financial cards and payments in 2024: The big picture
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