



Euromonitor
International

Store 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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- 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

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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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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

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EXECUTIVE SUMMARY

Financial cards and payments in 2024: The big picture

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