



Debit Cards in South Africa

February 2025

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2024 DEVELOPMENTS

Recovery of charge cards hindered by economic constraints
Competitive landscape of charge cards remains consolidated among two operators

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Diners Club likely to gain ground as American Express shifts priorities

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Banks extend specific services to entry-level credit cards

Buy Now Pay Later continues to gain share from credit cards

PROSPECTS AND OPPORTUNITIES

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Debit Cards in South Africa - Company Profile

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- Demand for store cards rises as households remain financially constrained
- Increasing number of retailers embrace Buy Now Pay Later
- Massmart introduces virtual store cards

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