



**Euromonitor  
International**

# Pre-Paid Cards in Vietnam

January 2025

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2024 DEVELOPMENTS

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Credit cards attract businesses and tech-savvy young consumers
- Regulatory changes impact credit card market
- Banks launch personalised credit cards to attract distinct consumer segments

PROSPECTS AND OPPORTUNITIES

- Credit cards are set for healthy growth, driven by marketing and promotions, although BNPL services will likely pose competition
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- International debit cards gain traction

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- Closed pre-paid card enter the transportation industry

PROSPECTS AND OPPORTUNITIES

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