



Euromonitor
International

Credit Cards in Taiwan

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

American Express sees growing issuance, with efforts on expanding its local presence
Steady growth for charge cards in Taiwan
American Express enhances daily touchpoints to appeal to consumers

PROSPECTS AND OPPORTUNITIES

Continued growth expected for charge cards in Taiwan
American Express will continue to lead
Seizing the growth potential in Taiwan

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Enhanced offers of digital wallets intensify the competition

Usage of Buy Now, Pay Later (BNPL) remains low

PROSPECTS AND OPPORTUNITIES

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Intensifying competition expected, as loyalty and personalisation will be key

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- Enhancing the product offer for overseas transactions to tap into travel demand
- Rising popularity of digital wallets

PROSPECTS AND OPPORTUNITIES

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- EasyCard remains the leader in pre-paid cards
- Closed-loop pre-paid cards continues its decline

PROSPECTS AND OPPORTUNITIES

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