



# Charge Cards in Vietnam

December 2022

Table of Contents

[Charge Cards in Vietnam - Category analysis](#)

[Charge Cards in Vietnam - Company Profile](#)

## 2022 DEVELOPMENTS

[Credit Cards in Vietnam - Category analysis](#)

[Credit Cards in Vietnam - Company Profile](#)

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Domestic credit cards growing under government direction

Cashback proving to be the most effective promotional programme

Virtual credit cards grow in popularity while card providers change their marketing strategies

### PROSPECTS AND OPPORTUNITIES

Domestic credit cards set to expand their reach over the forecast period

Vietnam's large young population offers huge potential for virtual credit cards

NAPAS expected to help support the growth of commercial credit cards in Vietnam

## CATEGORY DATA

Table 1 - Credit Cards: Number of Cards in Circulation 2017-2022

Table 2 - Credit Cards Transactions 2017-2022

Table 3 - Credit Cards in Circulation: % Growth 2017-2022

Table 4 - Credit Cards Transactions: % Growth 2017-2022

Table 5 - Commercial Credit Cards: Number of Cards in Circulation 2017-2022

Table 6 - Commercial Credit Cards Transactions 2017-2022

Table 7 - Commercial Credit Cards in Circulation: % Growth 2017-2022

Table 8 - Commercial Credit Cards Transactions: % Growth 2017-2022

Table 9 - Personal Credit Cards: Number of Cards in Circulation 2017-2022

Table 10 - Personal Credit Cards Transactions 2017-2022

Table 11 - Personal Credit Cards in Circulation: % Growth 2017-2022

Table 12 - Personal Credit Cards Transactions: % Growth 2017-2022

Table 13 - Credit Cards: Number of Cards by Issuer 2017-2021

Table 14 - Credit Cards: Number of Cards by Operator 2017-2021

Table 15 - Credit Cards Payment Transaction Value by Issuer 2017-2021

Table 16 - Credit Cards Payment Transaction Value by Operator 2017-2021

Table 17 - Commercial Credit Cards: Number of Cards by Issuer 2017-2021

Table 18 - Commercial Credit Cards: Number of Cards by Operator 2017-2021

Table 19 - Commercial Credit Cards Payment Transaction Value by Issuer 2017-2021

Table 20 - Commercial Credit Cards Payment Transaction Value by Operator 2017-2021

Table 21 - Personal Credit Cards: Number of Cards by Issuer 2017-2021

Table 22 - Personal Credit Cards: Number of Cards by Operator 2017-2021

Table 23 - Personal Credit Cards Payment Transaction Value by Issuer 2017-2021

Table 24 - Personal Credit Cards Payment Transaction Value by Operator 2017-2021

Table 25 - Forecast Credit Cards: Number of Cards in Circulation 2022-2027

Table 26 - Forecast Credit Cards Transactions 2022-2027

Table 27 - Forecast Credit Cards in Circulation: % Growth 2022-2027

Table 28 - Forecast Credit Cards Transactions: % Growth 2022-2027

Table 29 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2022-2027

Table 30 - Forecast Commercial Credit Cards Transactions 2022-2027

Table 31 - Forecast Commercial Credit Cards in Circulation: % Growth 2022-2027

Table 32 - Forecast Commercial Credit Cards Transactions: % Growth 2022-2027

Table 33 - Forecast Personal Credit Cards: Number of Cards in Circulation 2022-2027

Table 34 - Forecast Personal Credit Cards Transactions 2022-2027

Table 35 - Forecast Personal Credit Cards in Circulation: % Growth 2022-2027

Table 36 - Forecast Personal Credit Cards Transactions: % Growth 2022-2027

## Debit Cards in Vietnam - Category analysis

### Debit Cards in Vietnam - Company Profile

#### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Fast issued and virtual debit cards find appeal by offering additional layer of convenience

Shift to smart chip cards should benefit the payments industry

Widespread use of promotional programmes designed to attract consumers to take out a new debit card

#### PROSPECTS AND OPPORTUNITIES

Virtual debit cards could support increased uptake in rural areas

Stronger competition expected from global operators

Debit cards should benefit from shift towards contactless payments

#### CATEGORY DATA

Table 37 - Debit Cards: Number of Cards in Circulation 2017-2022

Table 38 - Debit Cards Transactions 2017-2022

Table 39 - Debit Cards in Circulation: % Growth 2017-2022

Table 40 - Debit Cards Transactions: % Growth 2017-2022

Table 41 - Debit Cards: Number of Cards by Issuer 2017-2021

Table 42 - Debit Cards: Number of Cards by Operator 2017-2021

Table 43 - Debit Cards Payment Transaction Value by Issuer 2017-2021

Table 44 - Debit Cards Payment Transaction Value by Operator 2017-2021

Table 45 - Forecast Debit Cards: Number of Cards in Circulation 2022-2027

Table 46 - Forecast Debit Cards Transactions 2022-2027

Table 47 - Forecast Debit Cards in Circulation: % Growth 2022-2027

Table 48 - Forecast Debit Cards Transactions: % Growth 2022-2027

## Pre-Paid Cards in Vietnam - Category analysis

### Pre-Paid Cards in Vietnam - Company Profile

#### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

The number of pre-paid cards in the market remains well below 2019 figures

Transportation offers potential opportunities for pre-paid cards

Domestic pre-paid card is also being focused

#### PROSPECTS AND OPPORTUNITIES

Domestic contactless pre-paid cards offer significant potential

Raising awareness of pre-paid cards key to growth

Public services and travel activities offer strong potential for growth and development

#### CATEGORY DATA

Table 49 - Pre-paid Cards: Number of Cards in Circulation 2017-2022

Table 50 - Pre-paid Cards Transactions 2017-2022

Table 51 - Pre-paid Cards in Circulation: % Growth 2017-2022  
Table 52 - Pre-paid Cards Transactions: % Growth 2017-2022  
Table 53 - Open Loop Pre-paid Cards Transactions 2017-2022  
Table 54 - Open Loop Pre-paid Cards Transactions: % Growth 2017-2022  
Table 55 - Pre-paid Cards: Number of Cards by Issuer 2017-2021  
Table 56 - Pre-paid Cards: Number of Cards by Operator 2017-2021  
Table 57 - Pre-paid Cards Transaction Value by Issuer 2017-2021  
Table 58 - Pre-paid Cards Transaction Value by Operator 2017-2021  
Table 59 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021  
Table 60 - Open Loop Pre-paid Cards: Number of Cards by Operator 2017-2021  
Table 61 - Open Loop Pre-paid Cards Transaction Value by Issuer 2017-2021  
Table 62 - Open Loop Pre-paid Cards Transaction Value by Operator 2017-2021  
Table 63 - Forecast Pre-paid Cards: Number of Cards in Circulation 2022-2027  
Table 64 - Forecast Pre-paid Cards Transactions 2022-2027  
Table 65 - Forecast Pre-paid Cards in Circulation: % Growth 2022-2027  
Table 66 - Forecast Pre-paid Cards Transactions: % Growth 2022-2027  
Table 67 - Forecast Open Loop Pre-paid Cards Transactions 2022-2027  
Table 68 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2022-2027

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

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

## 2022 DEVELOPMENTS

[Financial Cards and Payments in Vietnam - Industry Overview](#)

## EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture

2022 key trends

Banks focus on developing fast and convenient services

Competitive landscape

What next for financial cards and payments?

## MARKET INDICATORS

Table 69 - Number of POS Terminals: Units 2017-2022

Table 70 - Number of ATMs: Units 2017-2022

Table 71 - Value Lost to Fraud 2017-2022

Table 72 - Card Expenditure by Location 2022

Table 73 - Financial Cards in Circulation by Type: % Number of Cards 2017-2022

Table 74 - Domestic versus Foreign Spend 2022

## MARKET DATA

Table 75 - Financial Cards by Category: Number of Cards in Circulation 2017-2022

Table 76 - Financial Cards by Category: Number of Accounts 2017-2022

Table 77 - Financial Cards Transactions by Category: Value 2017-2022

Table 78 - Financial Cards by Category: Number of Transactions 2017-2022

Table 79 - Consumer Payments by Category: Value 2017-2022

Table 80 - Consumer Payments by Category: Number of Transactions 2017-2022

Table 81 - M-Commerce by Category: Value 2017-2022

Table 82 - M-Commerce by Category: % Value Growth 2017-2022

Table 83 - Financial Cards: Number of Cards by Issuer 2017-2021

Table 84 - Financial Cards: Number of Cards by Operator 2017-2021

Table 85 - Financial Cards: Card Payment Transactions Value by Operator 2017-2021

Table 86 - Financial Cards: Card Payment Transactions Value by Issuer 2017-2021

Table 87 - Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027

Table 88 - Forecast Financial Cards by Category: Number of Accounts 2022-2027

Table 89 - Forecast Financial Cards Transactions by Category: Value 2022-2027

Table 90 - Forecast Financial Cards by Category: Number of Transactions 2022-2027

Table 91 - Forecast Consumer Payments by Category: Value 2022-2027

Table 92 - Forecast Consumer Payments by Category: Number of Transactions 2022-2027

Table 93 - Forecast M-Commerce by Category: Value 2022-2027

Table 94 - Forecast M-Commerce by Category: % Value Growth 2022-2027

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

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