



**Euromonitor
International**

Pre-Paid Cards in Colombia

January 2025

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- Neobanks continue to gain ground at the expense of traditional issuers
- Issuers step up efforts to reach underbanked Colombians

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[Debit Cards in Colombia - Category analysis](#)

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KEY DATA FINDINGS

2024 DEVELOPMENTS

More favourable macroeconomic climate bolsters performance of debit cards
Usage levels lifted by popularity of high-interest savings accounts from neobanks
Wider adoption of alternative payment methods tempers use of physical debit cards

PROSPECTS AND OPPORTUNITIES

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Contactless and digital payments via debit cards set to continue rising
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Cryptocurrency is an emerging growth area in pre-paid cards
Use of pre-paid cards for digital transactions continues to rise

PROSPECTS AND OPPORTUNITIES

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

Usage levels continue to decline as Colombians opt for more versatile alternatives

Growing threat from BNPL services compounds challenges faced by store cards

Discounters chain Ara and BBVA launch co-branded credit card

PROSPECTS AND OPPORTUNITIES

Volume and value transactions set to contract throughout the forecast period

Store card use likely to remain higher in smaller and regional cities

Store cards will continue to be a key path to financial inclusion for the underbanked

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Financial cards and payments in 2024: The big picture

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