



**Euromonitor
International**

Store 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](#)

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

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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KEY DATA FINDINGS

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Use of pre-paid cards for digital transactions continues to rise

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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

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

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