



**Euromonitor
International**

Pre-Paid Cards in Mexico

December 2024

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2024 DEVELOPMENTS

Positive economic environment in 2024 maintains growth for charge cards
Cardholders continue to be compensated for good management
Service leads the strategic proposal of charge cards

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2024 DEVELOPMENTS

- High inflation rates and economic uncertainty lead to conservative spending
- Younger segment drives growth in BNPL
- Card diversification aims to enhance trust amongst Mexicans

PROSPECTS AND OPPORTUNITIES

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- A good period for debit cards in Mexico
- Neobanks steadily capitalise on debit products
- Building a strong relationship with a financial institution

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Political environment enhances the performance of pre-paid cards
- Pre-paid cards make it easier for shoppers to purchase online
- Pre-paid cards capitalise on streaming platforms

PROSPECTS AND OPPORTUNITIES

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic stability favours growth for store cards in Mexico

Cashback continues to drive competitiveness amongst store cards

Store cards help move towards financial inclusion, with improved accessibility to credit products

PROSPECTS AND OPPORTUNITIES

Marketplaces will continue challenging traditional ways of selling, offering opportunities to financial products

Nearshoring and the expansion of urban areas could enhance growth of store cards

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

EXECUTIVE SUMMARY

Financial cards and payments in 2024: The big picture

Digital transformation leading financial inclusion in Mexico

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