

# Store Cards in Mexico

November 2023

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Post-pandemic economic recovery fuels the performance of charge cards

Charge cards are sought after for exclusive benefits and no interest payments

Recognition of customer loyalty reinforces the positive performance of American Express

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## KEY DATA FINDINGS

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Credit card players see financial inclusion as an opportunity for acquisition

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Interest-free instalments and cashback strengthen store cards

Promotional price campaigns drive loyalty to store cards from specific department stores

From home assistance to health plans, additional benefits are driving the use of store cards

#### PROSPECTS AND OPPORTUNITIES

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