

Debit Cards in Mexico

November 2023

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2023 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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An opportunity to address the mistrust of Mexicans in new payment methods

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

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PROSPECTS AND OPPORTUNITIES

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