Euromonitor International

Financial Cards and Payments in Japan

January 2026

Table of Contents

Financial Cards and Payments in Japan - Industry Overview

EXECUTIVE SUMMARY

Move away from cash, but financial cards face challenges

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rapid shift to cashless and integrated financial services in Japan
Rising trends of wealth and premium consumption amongst affluent consumers
Will financial discipline become a lifestyle for Japan’s young consumers?

WHAT’S NEXT?

New banknotes may drive shift towards cashless payments
Intensification of competition between cashless payment methods

COMPETITIVE LANDSCAPE

Significant transformation
Blurring of competitive boundaries

MARKET INDICATORS

Table 1 - Number of POS Terminals: Units 2020-2025
Table 2 - Number of ATMs: Units 2020-2025
Table 3 - Value Lost to Fraud 2020-2025
Table 4 - Card Expenditure by Location 2025
Table 5 - Financial Cards in Circulation by Type: % Number of Cards 2020-2025
Table 6 - Domestic versus Foreign Spend 2025

MARKET DATA

Table 7 - Financial Cards by Category: Number of Cards in Circulation 2020-2025
Table 8 - Financial Cards by Category: Number of Accounts 2020-2025
Table 9 - Financial Cards Transactions by Category: Value 2020-2025
Table 10 - Financial Cards by Category: Number of Transactions 2020-2025
Table 11 - Commercial Payments by Category: Value 2020-2025
Table 12 - Commercial Payments by Category: Number of Transactions 2020-2025
Table 13 - M-Commerce by Category: Value 2020-2025
Table 14 - M-Commerce by Category: % Value Growth 2020-2025
Table 15 - Financial Cards: Number of Cards by Issuer 2020-2024
Table 16 - Financial Cards: Number of Cards by Operator 2020-2024
Table 17 - Financial Cards: Card Payment Transactions Value by Operator 2020-2024
Table 18 - Financial Cards: Card Payment Transactions Value by Issuer 2020-2024
Table 19 - Forecast Financial Cards by Category: Number of Cards in Circulation 2025-2030
Table 20 - Forecast Financial Cards by Category: Number of Accounts 2025-2030
Table 21 - Forecast Financial Cards Transactions by Category: Value 2025-2030
Table 22 - Forecast Financial Cards by Category: Number of Transactions 2025-2030
Table 23 - Forecast Commercial Payments by Category: Value 2025-2030
Table 24 - Forecast Commercial Payments by Category: Number of Transactions 2025-2030
Table 25 - Forecast M-Commerce by Category: Value 2025-2030
Table 26 - Forecast M-Commerce by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Credit Cards in Japan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Upmarket shift as players seek growth opportunities

INDUSTRY PERFORMANCE

Premium credit cards expanding in Japan

Financial institutions target businesses with next-gen credit card solutions

WHAT'S NEXT?

Japan's rail fare system faces a contactless credit card challenge

COMPETITIVE LANDSCAPE

Olive emerges as Japan's all-in-one digital finance hub

Can emutt stand out against Olive in Japan's cashless future?

CATEGORY DATA

Table 27 - Credit Cards: Number of Cards in Circulation 2020-2025
Table 28 - Credit Cards Transactions 2020-2025
Table 29 - Credit Cards in Circulation: % Growth 2020-2025
Table 30 - Credit Cards Transactions: % Growth 2020-2025
Table 31 - Commercial Credit Cards: Number of Cards in Circulation 2020-2025
Table 32 - Commercial Credit Cards Transactions 2020-2025
Table 33 - Commercial Credit Cards in Circulation: % Growth 2020-2025
Table 34 - Commercial Credit Cards Transactions: % Growth 2020-2025
Table 35 - Personal Credit Cards: Number of Cards in Circulation 2020-2025
Table 36 - Personal Credit Cards Transactions 2020-2025
Table 37 - Personal Credit Cards in Circulation: % Growth 2020-2025
Table 38 - Personal Credit Cards Transactions: % Growth 2020-2025
Table 39 - Credit Cards: Number of Cards by Issuer 2020-2024
Table 40 - Credit Cards: Number of Cards by Operator 2020-2024
Table 41 - Credit Cards Payment Transaction Value by Issuer 2020-2024
Table 42 - Credit Cards Payment Transaction Value by Operator 2020-2024
Table 43 - Commercial Credit Cards: Number of Cards by Issuer 2020-2024
Table 44 - Commercial Credit Cards: Number of Cards by Operator 2020-2024
Table 45 - Commercial Credit Cards Payment Transaction Value by Issuer 2020-2024
Table 46 - Commercial Credit Cards Payment Transaction Value by Operator 2020-2024
Table 47 - Personal Credit Cards: Number of Cards by Issuer 2020-2024
Table 48 - Personal Credit Cards: Number of Cards by Operator 2020-2024
Table 49 - Personal Credit Cards Payment Transaction Value by Issuer 2020-2024
Table 50 - Personal Credit Cards Payment Transaction Value by Operator 2020-2024
Table 51 - Forecast Credit Cards: Number of Cards in Circulation 2025-2030
Table 52 - Forecast Credit Cards Transactions 2025-2030
Table 53 - Forecast Credit Cards in Circulation: % Growth 2025-2030
Table 54 - Forecast Credit Cards Transactions: % Growth 2025-2030
Table 55 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2025-2030
Table 56 - Forecast Commercial Credit Cards Transactions 2025-2030
Table 57 - Forecast Commercial Credit Cards in Circulation: % Growth 2025-2030
Table 58 - Forecast Commercial Credit Cards Transactions: % Growth 2025-2030
Table 59 - Forecast Personal Credit Cards: Number of Cards in Circulation 2025-2030
Table 60 - Forecast Personal Credit Cards Transactions 2025-2030
Table 61 - Forecast Personal Credit Cards in Circulation: % Growth 2025-2030

Table 62 - Forecast Personal Credit Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Debit Cards in Japan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Increasing popularity of debit cards supported by consumer budget awareness

INDUSTRY PERFORMANCE

Rise of branded debit cards in Japan
Smart spending drives debit card popularity amongst Japanese consumers

WHAT'S NEXT?

Further growth anticipated for debit cards challenging Japan's cash culture
Improved convenience
Debit cards challenging Japan's cash culture

COMPETITIVE LANDSCAPE

Olive by SMFG redefining personal finance in Japan
MUFG Launches emutt to Compete in Integrated Financial Services

CATEGORY DATA

Table 63 - Debit Cards: Number of Cards in Circulation 2020-2025
Table 64 - Debit Cards Transactions 2020-2025
Table 65 - Debit Cards in Circulation: % Growth 2020-2025
Table 66 - Debit Cards Transactions: % Growth 2020-2025
Table 67 - Debit Cards: Number of Cards by Issuer 2020-2024
Table 68 - Debit Cards: Number of Cards by Operator 2020-2024
Table 69 - Debit Cards Payment Transaction Value by Issuer 2020-2024
Table 70 - Debit Cards Payment Transaction Value by Operator 2020-2024
Table 71 - Forecast Debit Cards: Number of Cards in Circulation 2025-2030
Table 72 - Forecast Debit Cards Transactions 2025-2030
Table 73 - Forecast Debit Cards in Circulation: % Growth 2025-2030
Table 74 - Forecast Debit Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Pre-Paid Cards in Japan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Shifting landscape

INDUSTRY PERFORMANCE

JR East expands Suica into a comprehensive digital ecosystem
Quo Card faces uncertainty as FamilyMart ends sales

WHAT'S NEXT?

JR East confronts loyalty risks amid fare payment shift
Pre-paid cards may gain popularity as a tool for financial discipline

COMPETITIVE LANDSCAPE

Nanaco’s role shifting amid structural changes in Seven & i Holdings

CATEGORY DATA

Table 75 - Pre-paid Cards: Number of Cards in Circulation 2020-2025
Table 76 - Pre-paid Cards Transactions 2020-2025
Table 77 - Pre-paid Cards in Circulation: % Growth 2020-2025
Table 78 - Pre-paid Cards Transactions: % Growth 2020-2025
Table 79 - Closed Loop Pre-paid Cards Transactions 2020-2025
Table 80 - Closed Loop Pre-paid Cards Transactions: % Growth 2020-2025
Table 81 - Open Loop Pre-paid Cards Transactions 2020-2025
Table 82 - Open Loop Pre-paid Cards Transactions: % Growth 2020-2025
Table 83 - Pre-paid Cards: Number of Cards by Issuer 2020-2024
Table 84 - Pre-paid Cards: Number of Cards by Operator 2020-2024
Table 85 - Pre-paid Cards Transaction Value by Issuer 2020-2024
Table 86 - Pre-paid Cards Transaction Value by Operator 2020-2024
Table 87 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2020-2024
Table 88 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2020-2024
Table 89 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2020-2024
Table 90 - Closed Loop Pre-paid Cards Transaction Value by Operator 2020-2024
Table 91 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2020-2024
Table 92 - Open Loop Pre-paid Cards: Number of Cards by Operator 2020-2024
Table 93 - Open Loop Pre-paid Cards Transaction Value by Issuer 2020-2024
Table 94 - Open Loop Pre-paid Cards Transaction Value by Operator 2020-2024
Table 95 - Forecast Pre-paid Cards: Number of Cards in Circulation 2025-2030
Table 96 - Forecast Pre-paid Cards Transactions 2025-2030
Table 97 - Forecast Pre-paid Cards in Circulation: % Growth 2025-2030
Table 98 - Forecast Pre-paid Cards Transactions: % Growth 2025-2030
Table 99 - Forecast Closed Loop Pre-paid Cards Transactions 2025-2030
Table 100 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2025-2030
Table 101 - Forecast Open Loop Pre-paid Cards Transactions 2025-2030
Table 102 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Store Cards in Japan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Shift to premium credit cards undermining role of store cards

INDUSTRY PERFORMANCE

Exclusive home visits drive growth in Japan’s high-end market
Gaisho thrives while legacy cards fade away

WHAT’S NEXT?

Affluent consumer growth and its impact on luxury retail in Japan
Premium credit cards challenge the future of store cards in Japan
Store cards should embrace emotional loyalty to stay relevant

COMPETITIVE LANDSCAPE

From exclusivity to inclusivity as Gaisho cards adapt to a digital era

CATEGORY DATA

Table 103 - Store Cards: Number of Cards in Circulation 2020-2025
Table 104 - Store Cards Transactions 2020-2025
Table 105 - Store Cards in Circulation: % Growth 2020-2025
Table 106 - Store Cards Transactions: % Growth 2020-2025
Table 107 - Store Cards: Number of Cards by Issuer 2020-2024
Table 108 - Store Cards: Payment Transaction Value by Issuer 2020-2024
Table 109 - Forecast Store Cards: Number of Cards in Circulation 2025-2030
Table 110 - Forecast Store Cards Transactions 2025-2030
Table 111 - Forecast Store Cards in Circulation: % Growth 2025-2030
Table 112 - Forecast Store Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/financial-cards-and-payments-in-japan/report.