

Debit Cards in Mexico

November 2023

Table of Contents

KEY DATA FINDINGS

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

The restructuring of American Express aims to enhance its processes and make the user experience more agile

Travel loyalty programmes to boost charge cards

Financial inclusion via charge cards and the expansion of payment points

CATEGORY DATA

Table 1 - Charge Cards: Number of Cards in Circulation 2018-2023

Table 2 - Charge Cards Transactions 2018-2023

Table 3 - Charge Cards in Circulation: % Growth 2018-2023

Table 4 - Charge Cards Transactions: % Growth 2018-2023

Table 5 - Commercial Charge Cards: Number of Cards in Circulation 2018-2023

Table 6 - Commercial Charge Cards Transactions 2018-2023

Table 7 - Commercial Charge Cards in Circulation: % Growth 2018-2023

Table 8 - Commercial Charge Cards Transactions: % Growth 2018-2023

Table 9 - Personal Charge Cards: Number of Cards in Circulation 2018-2023

Table 10 - Personal Charge Cards Transactions 2018-2023

Table 11 - Personal Charge Cards in Circulation: % Growth 2018-2023

Table 12 - Personal Charge Cards Transactions: % Growth 2018-2023

Table 13 - Charge Cards: Number of Cards by Issuer 2018-2022

Table 14 - Charge Cards: Number of Cards by Operator 2018-2022

Table 15 - Charge Cards Payment Transaction Value by Issuer 2018-2022

Table 16 - Charge Cards Payment Transaction Value by Operator 2018-2022

Table 17 - Commercial Charge Cards: Number of Cards by Issuer 2018-2022

Table 18 - Commercial Charge Cards: Number of Cards by Operator 2018-2022

Table 19 - Commercial Charge Cards Payment Transaction Value by Issuer 2018-2022

Table 20 - Commercial Charge Cards Payment Transaction Value by Operator 2018-2022

Table 21 - Personal Charge Cards: Number of Cards by Issuer 2018-2022

Table 22 - Personal Charge Cards: Number of Cards by Operator 2018-2022

Table 23 - Personal Charge Cards Transaction Value by Issuer 2018-2022

Table 24 - Personal Charge Cards Transaction Value by Operator 2018-2022

Table 25 - Forecast Charge Cards: Number of Cards in Circulation 2023-2028

Table 26 - Forecast Charge Cards Transactions 2023-2028

Table 27 - Forecast Charge Cards in Circulation: % Growth 2023-2028

Table 28 - Forecast Charge Cards Transactions: % Growth 2023-2028

Table 29 - Forecast Commercial Charge Cards: Number of Cards in Circulation 2023-2028

Table 30 - Forecast Commercial Charge Cards Transactions 2023-2028

Table 31 - Forecast Commercial Charge Cards in Circulation: % Growth 2023-2028

Table 32 - Forecast Commercial Charge Cards Transactions: % Growth 2023-2028

Table 33 - Forecast Personal Charge Cards: Number of Cards in Circulation 2023-2028

Table 34 - Forecast Personal Charge Cards Transactions 2023-2028

Table 35 - Forecast Personal Charge Cards in Circulation: % Growth 2023-2028

Table 36 - Forecast Personal Charge Cards Transactions: % Growth 2023-2028

KEY DATA FINDINGS

2023 DEVELOPMENTS

Post-pandemic economic and labour recovery are the primary drivers of growth

More choices from traditional and digital banks boost credit cards in Mexico

Credit card players see financial inclusion as an opportunity for acquisition

PROSPECTS AND OPPORTUNITIES

Enhanced security practices will boost credit card usage amongst Mexican cardholders

Social and financial inclusion in Mexico

Cryptocurrency ventures partner with traditional players in Mexico

CATEGORY DATA

Table 37 - Credit Cards: Number of Cards in Circulation 2018-2023

Table 38 - Credit Cards Transactions 2018-2023

Table 39 - Credit Cards in Circulation: % Growth 2018-2023

Table 40 - Credit Cards Transactions: % Growth 2018-2023

Table 41 - Commercial Credit Cards: Number of Cards in Circulation 2018-2023

Table 42 - Commercial Credit Cards Transactions 2018-2023

Table 43 - Commercial Credit Cards in Circulation: % Growth 2018-2023

Table 44 - Commercial Credit Cards Transactions: % Growth 2018-2023

Table 45 - Personal Credit Cards: Number of Cards in Circulation 2018-2023

Table 46 - Personal Credit Cards Transactions 2018-2023

Table 47 - Personal Credit Cards in Circulation: % Growth 2018-2023

Table 48 - Personal Credit Cards Transactions: % Growth 2018-2023

Table 49 - Credit Cards: Number of Cards by Issuer 2018-2022

Table 50 - Credit Cards: Number of Cards by Operator 2018-2022

Table 51 - Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 52 - Credit Cards Payment Transaction Value by Operator 2018-2022

Table 53 - Commercial Credit Cards: Number of Cards by Issuer 2018-2022

Table 54 - Commercial Credit Cards: Number of Cards by Operator 2018-2022

Table 55 - Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 56 - Commercial Credit Cards Payment Transaction Value by Operator 2018-2022

Table 57 - Personal Credit Cards: Number of Cards by Issuer 2018-2022

Table 58 - Personal Credit Cards: Number of Cards by Operator 2018-2022

Table 59 - Personal Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 60 - Personal Credit Cards Payment Transaction Value by Operator 2018-2022

Table 61 - Forecast Credit Cards: Number of Cards in Circulation 2023-2028

Table 62 - Forecast Credit Cards Transactions 2023-2028

Table 63 - Forecast Credit Cards in Circulation: % Growth 2023-2028

Table 64 - Forecast Credit Cards Transactions: % Growth 2023-2028

Table 65 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028

Table 66 - Forecast Commercial Credit Cards Transactions 2023-2028

Table 67 - Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028

Table 68 - Forecast Commercial Credit Cards Transactions: % Growth 2023-2028

Table 69 - Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028

Table 70 - Forecast Personal Credit Cards Transactions 2023-2028

Table 71 - Forecast Personal Credit Cards in Circulation: % Growth 2023-2028

Table 72 - Forecast Personal Credit Cards Transactions: % Growth 2023-2028

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

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Economic rebound, flexible requirements, and quick approval drive growth
Digital transformation drives innovation in Mexico
An opportunity to address the mistrust of Mexicans in new payment methods

PROSPECTS AND OPPORTUNITIES

Industry commits to data protection as card fraud increases
Fintechs target digitally savvy consumers and younger cohorts
Evolving consumer values mean debit card players are adopting sustainable actions

CATEGORY DATA

Table 73 - Debit Cards: Number of Cards in Circulation 2018-2023
Table 74 - Debit Cards Transactions 2018-2023
Table 75 - Debit Cards in Circulation: % Growth 2018-2023
Table 76 - Debit Cards Transactions: % Growth 2018-2023
Table 77 - Debit Cards: Number of Cards by Issuer 2018-2022
Table 78 - Debit Cards: Number of Cards by Operator 2018-2022
Table 79 - Debit Cards Payment Transaction Value by Issuer 2018-2022
Table 80 - Debit Cards Payment Transaction Value by Operator 2018-2022
Table 81 - Forecast Debit Cards: Number of Cards in Circulation 2023-2028
Table 82 - Forecast Debit Cards Transactions 2023-2028
Table 83 - Forecast Debit Cards in Circulation: % Growth 2023-2028
Table 84 - Forecast Debit Cards Transactions: % Growth 2023-2028

[Pre-Paid Cards in Mexico - Category analysis](#)

[Pre-Paid Cards in Mexico - Company Profile](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Pre-paid cards experiences continued growth due the influx of digital players
Pre-paid cards drive financial inclusion
Tourism boosts pre-paid cards

PROSPECTS AND OPPORTUNITIES

Adoption of contactless payment methods expected to drive the eventual phasing out of traditional cards
Pre-paid cards are useful for those seeking experiences while saving money
Forthcoming elections set to trigger increased government funding for welfare cards, while store cards projected to see a rise in popularity

CATEGORY DATA

Table 85 - Pre-paid Cards: Number of Cards in Circulation 2018-2023
Table 86 - Pre-paid Cards Transactions 2018-2023
Table 87 - Pre-paid Cards in Circulation: % Growth 2018-2023
Table 88 - Pre-paid Cards Transactions: % Growth 2018-2023
Table 89 - Closed Loop Pre-paid Cards Transactions 2018-2023
Table 90 - Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023
Table 91 - Open Loop Pre-paid Cards Transactions 2018-2023
Table 92 - Open Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 93 - Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 94 - Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 95 - Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 96 - Pre-paid Cards Transaction Value by Operator 2018-2022

Table 97 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 98 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 99 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 100 - Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022

Table 101 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 102 - Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 103 - Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 104 - Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022

Table 105 - Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028

Table 106 - Forecast Pre-paid Cards Transactions 2023-2028

Table 107 - Forecast Pre-paid Cards in Circulation: % Growth 2023-2028

Table 108 - Forecast Pre-paid Cards Transactions: % Growth 2023-2028

Table 109 - Forecast Closed Loop Pre-paid Cards Transactions 2023-2028

Table 110 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028

Table 111 - Forecast Open Loop Pre-paid Cards Transactions 2023-2028

Table 112 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

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

[Store Cards in Mexico - Company Profile](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

Popularity of store cards allows potential for growth in spending

Competitive alternatives to store cards may be appreciated by low-income consumers

The pivotal role of store cards in enhancing confidence in online payments set to bolster Mexican e-commerce and benefit cardholders

CATEGORY DATA

Table 113 - Store Cards: Number of Cards in Circulation 2018-2023

Table 114 - Store Cards Transactions 2018-2023

Table 115 - Store Cards in Circulation: % Growth 2018-2023

Table 116 - Store Cards Transactions: % Growth 2018-2023

Table 117 - Store Cards: Number of Cards by Issuer 2018-2022

Table 118 - Store Cards: Payment Transaction Value by Issuer 2018-2022

Table 119 - Forecast Store Cards: Number of Cards in Circulation 2023-2028

Table 120 - Forecast Store Cards Transactions 2023-2028

Table 121 - Forecast Store Cards in Circulation: % Growth 2023-2028

Table 122 - Forecast Store Cards Transactions: % Growth 2023-2028

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

EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

Digital transformation and financial inclusion pave the way for a more financially equitable Mexico

Enhanced security practices promote confidence amongst Mexican cardholders
Competitive landscape
What next for financial cards and payments?

MARKET INDICATORS

Table 123 - Number of POS Terminals: Units 2018-2023
Table 124 - Number of ATMs: Units 2018-2023
Table 125 - Value Lost to Fraud 2018-2023
Table 126 - Card Expenditure by Location 2023
Table 127 - Financial Cards in Circulation by Type: % Number of Cards 2018-2023
Table 128 - Domestic versus Foreign Spend 2023

MARKET DATA

Table 129 - Financial Cards by Category: Number of Cards in Circulation 2018-2023
Table 130 - Financial Cards by Category: Number of Accounts 2018-2023
Table 131 - Financial Cards Transactions by Category: Value 2018-2023
Table 132 - Financial Cards by Category: Number of Transactions 2018-2023
Table 133 - Consumer Payments by Category: Value 2018-2023
Table 134 - Consumer Payments by Category: Number of Transactions 2018-2023
Table 135 - M-Commerce by Category: Value 2018-2023
Table 136 - M-Commerce by Category: % Value Growth 2018-2023
Table 137 - Financial Cards: Number of Cards by Issuer 2018-2022
Table 138 - Financial Cards: Number of Cards by Operator 2018-2022
Table 139 - Financial Cards: Card Payment Transactions Value by Operator 2018-2022
Table 140 - Financial Cards: Card Payment Transactions Value by Issuer 2018-2022
Table 141 - Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028
Table 142 - Forecast Financial Cards by Category: Number of Accounts 2023-2028
Table 143 - Forecast Financial Cards Transactions by Category: Value 2023-2028
Table 144 - Forecast Financial Cards by Category: Number of Transactions 2023-2028
Table 145 - Forecast Consumer Payments by Category: Value 2023-2028
Table 146 - Forecast Consumer Payments by Category: Number of Transactions 2023-2028
Table 147 - Forecast M-Commerce by Category: Value 2023-2028
Table 148 - Forecast M-Commerce by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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