



**Euromonitor
International**

Store Cards in South Korea

February 2026

Table of Contents

Credit Cards in South Korea - Category analysis

Credit Cards in South Korea - Company Profile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Credit card revenues under pressure amid economic and policy changes

INDUSTRY PERFORMANCE

Credit card companies discontinue cards offering added benefits as revenues come under pressure

Slow growth in credit card transactions reflects low purchasing power amid economic uncertainty

Hyundai Card Co moves into leading position

WHAT'S NEXT?

Steady growth as credit cards remain key form of payment

Lower credit card fees will reduce potential revenues

Credit cards rolled out to individual business owners

COMPETITIVE LANDSCAPE

Players focus on the commercial segment

Hyundai Card Co delivers added services to attract corporates

CATEGORY DATA

Table 1 - Credit Cards: Number of Cards in Circulation 2020-2025

Table 2 - Credit Cards Transactions 2020-2025

Table 3 - Credit Cards in Circulation: % Growth 2020-2025

Table 4 - Credit Cards Transactions: % Growth 2020-2025

Table 5 - Commercial Credit Cards: Number of Cards in Circulation 2020-2025

Table 6 - Commercial Credit Cards Transactions 2020-2025

Table 7 - Commercial Credit Cards in Circulation: % Growth 2020-2025

Table 8 - Commercial Credit Cards Transactions: % Growth 2020-2025

Table 9 - Personal Credit Cards: Number of Cards in Circulation 2020-2025

Table 10 - Personal Credit Cards Transactions 2020-2025

Table 11 - Personal Credit Cards in Circulation: % Growth 2020-2025

Table 12 - Personal Credit Cards Transactions: % Growth 2020-2025

Table 13 - Credit Cards: Number of Cards by Issuer 2020-2024

Table 14 - Credit Cards: Number of Cards by Operator 2020-2024

Table 15 - Credit Cards Payment Transaction Value by Issuer 2020-2024

Table 16 - Credit Cards Payment Transaction Value by Operator 2020-2024

Table 17 - Commercial Credit Cards: Number of Cards by Issuer 2020-2024

Table 18 - Commercial Credit Cards: Number of Cards by Operator 2020-2024

Table 19 - Commercial Credit Cards Payment Transaction Value by Issuer 2020-2024

Table 20 - Commercial Credit Cards Payment Transaction Value by Operator 2020-2024

Table 21 - Personal Credit Cards: Number of Cards by Issuer 2020-2024

Table 22 - Personal Credit Cards: Number of Cards by Operator 2020-2024

Table 23 - Personal Credit Cards Payment Transaction Value by Issuer 2020-2024

Table 24 - Personal Credit Cards Payment Transaction Value by Operator 2020-2024

Table 25 - Forecast Credit Cards: Number of Cards in Circulation 2025-2030

Table 26 - Forecast Credit Cards Transactions 2025-2030

Table 27 - Forecast Credit Cards in Circulation: % Growth 2025-2030

Table 28 - Forecast Credit Cards Transactions: % Growth 2025-2030

Table 29 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2025-2030

Table 30 - Forecast Commercial Credit Cards Transactions 2025-2030

Table 31 - Forecast Commercial Credit Cards in Circulation: % Growth 2025-2030

Table 32 - Forecast Commercial Credit Cards Transactions: % Growth 2025-2030

Table 33 - Forecast Personal Credit Cards: Number of Cards in Circulation 2025-2030

Table 34 - Forecast Personal Credit Cards Transactions 2025-2030

Table 35 - Forecast Personal Credit Cards in Circulation: % Growth 2025-2030

Table 36 - Forecast Personal Credit Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Debit Cards in South Korea - Category analysis](#)

[Debit Cards in South Korea - Company Profile](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Debit cards come under pressure from BNPL

INDUSTRY PERFORMANCE

- BNPL stifles debit card use among young adults
- Debit card transactions witness solid increase in 2025
- Growth in foreign transaction values supported by travel debit cards

WHAT'S NEXT?

- Youth demographic is key target audience for debit card players
- Card industry prepares to introduce stablecoins with debit card functionality
- Legally authorised guardians can now obtain debit cards to support those with impaired judgement

COMPETITIVE LANDSCAPE

- NongHyup Bank leads with widespread branches
- BC Card diversifies its business to add new revenue streams
- Hyundai Card Co and KEB Hana Card Co achieve share gains in 2024

CATEGORY DATA

Table 37 - Debit Cards: Number of Cards in Circulation 2020-2025

Table 38 - Debit Cards Transactions 2020-2025

Table 39 - Debit Cards in Circulation: % Growth 2020-2025

Table 40 - Debit Cards Transactions: % Growth 2020-2025

Table 41 - Debit Cards: Number of Cards by Issuer 2020-2024

Table 42 - Debit Cards: Number of Cards by Operator 2020-2024

Table 43 - Debit Cards Payment Transaction Value by Issuer 2020-2024

Table 44 - Debit Cards Payment Transaction Value by Operator 2020-2024

Table 45 - Forecast Debit Cards: Number of Cards in Circulation 2025-2030

Table 46 - Forecast Debit Cards Transactions 2025-2030

Table 47 - Forecast Debit Cards in Circulation: % Growth 2025-2030

Table 48 - Forecast Debit Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consistent performance for pre-paid cards

INDUSTRY PERFORMANCE

Consistent use of pre-paid cards fuelled by transportation products

Steady increase in T-Money transit card usage

Wider usage supports growth in pre-paid card transactions

WHAT'S NEXT?

New pre-paid financial cards emerge for teenagers

Pre-paid transport cards face competition from post-paid travel cards offering unlimited travel

Danal is first domestic company to directly launch a pre-paid card that supports stablecoin payments

COMPETITIVE LANDSCAPE

Tmoney Co Ltd enjoys dominant position in closed looped pre-paid cards

Shinhan Card Co Ltd loses ground

CATEGORY DATA

Table 49 - Pre-paid Cards: Number of Cards in Circulation 2020-2025

Table 50 - Pre-paid Cards Transactions 2020-2025

Table 51 - Pre-paid Cards in Circulation: % Growth 2020-2025

Table 52 - Pre-paid Cards Transactions: % Growth 2020-2025

Table 53 - Closed Loop Pre-paid Cards Transactions 2020-2025

Table 54 - Closed Loop Pre-paid Cards Transactions: % Growth 2020-2025

Table 55 - Open Loop Pre-paid Cards Transactions 2020-2025

Table 56 - Open Loop Pre-paid Cards Transactions: % Growth 2020-2025

Table 57 - Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 58 - Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 59 - Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 60 - Pre-paid Cards Transaction Value by Operator 2020-2024

Table 61 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 62 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 63 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 64 - Closed Loop Pre-paid Cards Transaction Value by Operator 2020-2024

Table 65 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 66 - Open Loop Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 67 - Open Loop Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 68 - Open Loop Pre-paid Cards Transaction Value by Operator 2020-2024

Table 69 - Forecast Pre-paid Cards: Number of Cards in Circulation 2025-2030

Table 70 - Forecast Pre-paid Cards Transactions 2025-2030

Table 71 - Forecast Pre-paid Cards in Circulation: % Growth 2025-2030

Table 72 - Forecast Pre-paid Cards Transactions: % Growth 2025-2030

Table 73 - Forecast Closed Loop Pre-paid Cards Transactions 2025-2030

Table 74 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2025-2030

Table 75 - Forecast Open Loop Pre-paid Cards Transactions 2025-2030

Table 76 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Store Cards in South Korea - Category analysis](#)

[Store Cards in South Korea - Company Profile](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Store cards are limited in competitive financial cards marketplace

INDUSTRY PERFORMANCE

Sluggish performance for store cards

Galleria Platinum Woori Card added to store card portfolio

WHAT'S NEXT?

Department and convenience stores required to register as Electronic Payment Gateway (PG)

Future growth potential for private label cards

Outbound tourism to boost air miles benefits

COMPETITIVE LANDSCAPE

Joint card promotional events used to target wider audience

Hyundai Department Store Card Loewe Edition is launched

CATEGORY DATA

Table 77 - Store Cards: Number of Cards in Circulation 2020-2025

Table 78 - Store Cards Transactions 2020-2025

Table 79 - Store Cards in Circulation: % Growth 2020-2025

Table 80 - Store Cards Transactions: % Growth 2020-2025

Table 81 - Store Cards: Number of Cards by Issuer 2020-2024

Table 82 - Store Cards: Payment Transaction Value by Issuer 2020-2024

Table 83 - Forecast Store Cards: Number of Cards in Circulation 2025-2030

Table 84 - Forecast Store Cards Transactions 2025-2030

Table 85 - Forecast Store Cards in Circulation: % Growth 2025-2030

Table 86 - Forecast Store Cards Transactions: % Growth 2025-2030

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

EXECUTIVE SUMMARY

Shifting card usage reflects weaker purchasing power

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

BNPL suppresses debit card usage

Credit card issuance has been negatively impacted

Policy initiatives boost pre-paid card use

WHAT'S NEXT?

Credit cards to remain in strong demand

Generation Alpha is a high priority to ensure longevity

Stablecoin currency is under development by fintech players

COMPETITIVE LANDSCAPE

Hyundai Card Co takes lead in credit cards

KB Kookmin Card Co Ltd invests in personal and commercial cards

T-Money leverages Apple pay wallet payment service

MARKET INDICATORS

Table 87 - Number of POS Terminals: Units 2020-2025

Table 88 - Number of ATMs: Units 2020-2025

Table 89 - Value Lost to Fraud 2020-2025

Table 90 - Card Expenditure by Location 2025

Table 91 - Financial Cards in Circulation by Type: % Number of Cards 2020-2025

Table 92 - Domestic versus Foreign Spend 2025

MARKET DATA

Table 93 - Financial Cards by Category: Number of Cards in Circulation 2020-2025

Table 94 - Financial Cards by Category: Number of Accounts 2020-2025

Table 95 - Financial Cards Transactions by Category: Value 2020-2025

Table 96 - Financial Cards by Category: Number of Transactions 2020-2025

Table 97 - Consumer Payments by Category: Value 2020-2025

Table 98 - Consumer Payments by Category: Number of Transactions 2020-2025

Table 99 - M-Commerce by Category: Value 2020-2025

Table 100 - M-Commerce by Category: % Value Growth 2020-2025

Table 101 - Financial Cards: Number of Cards by Issuer 2020-2024

Table 102 - Financial Cards: Number of Cards by Operator 2020-2024

Table 103 - Financial Cards: Card Payment Transactions Value by Operator 2020-2024

Table 104 - Financial Cards: Card Payment Transactions Value by Issuer 2020-2024

Table 105 - Forecast Financial Cards by Category: Number of Cards in Circulation 2025-2030

Table 106 - Forecast Financial Cards by Category: Number of Accounts 2025-2030

Table 107 - Forecast Financial Cards Transactions by Category: Value 2025-2030

Table 108 - Forecast Financial Cards by Category: Number of Transactions 2025-2030

Table 109 - Forecast Consumer Payments by Category: Value 2025-2030

Table 110 - Forecast Consumer Payments by Category: Number of Transactions 2025-2030

Table 111 - Forecast M-Commerce by Category: Value 2025-2030

Table 112 - Forecast M-Commerce by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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