



Euromonitor
International

Mastercard Inc in Payments and Lending

September 2025

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Mastercard enjoys several years outperforming the global card market

Mastercard remains middle of the pack in total cards in circulation growth

Global operator landscape

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MARKET ASSESSMENT

Mastercard's international profile shows versatility, opportunity

A leading role in global payments across all branded card types

Solid presence across most regions holds relatively steady

GEOGRAPHIC AND CATEGORY OPPORTUNITIES

India is expected to be the world's fastest-growing card payment market

Middle East and Africa region offers the greatest growth potential

Global surge in the popularity of mobile payments as a preferred payment method

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