2022 DEVELOPMENTS

Domestic credit cards growing under government direction
Cashback proving to be the most effective promotional programme
Virtual credit cards grow in popularity while card providers change their marketing strategies

PROSPECTS AND OPPORTUNITIES

Domestic credit cards set to expand their reach over the forecast period
Vietnam's large young population offers huge potential for virtual credit cards
NAPAS expected to help support the growth of commercial credit cards in Vietnam

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Debit Cards in Vietnam - Category analysis

Debit Cards in Vietnam - Company Profile

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Fast issued and virtual debit cards find appeal by offering additional layer of convenience
Shift to smart chip cards should benefit the payments industry
Widespread use of promotional programmes designed to attract consumers to take out a new debit card

PROSPECTS AND OPPORTUNITIES
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Debit cards should benefit from shift towards contactless payments

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Pre-Paid Cards in Vietnam - Category analysis

Pre-Paid Cards in Vietnam - Company Profile

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2022 DEVELOPMENTS
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Transportation offers potential opportunities for pre-paid cards
Domestic pre-paid card is also being focused

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2022 DEVELOPMENTS

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