



**Euromonitor
International**

Financial Cards and Payments in Portugal

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Continuing shift from physical cards to instant, mobile payments

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Increasing number of transactions, with average value per transaction falling

WHAT'S NEXT?

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AI, rewards, and customisation shaping the future of credit cards

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

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2025 DEVELOPMENTS

Commercial debit cards see significant growth

INDUSTRY PERFORMANCE

Healthy growth in numbers of cards in circulation, with commercial credit cards registering even higher growth

Increasing debit card transactions, with transaction value lowering

WHAT'S NEXT?

Continuing growth over forecast period

Fuelling transaction value: commercial cards set to lead growth

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Pre-paid cards reporting strong increase in 2025

Only marginal increase in closed loop transactions

COMPETITIVE LANDSCAPE

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

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Lack of innovation stymies store cards

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Store cards in decline amid shift to co-branded credit solutions

Decline in overall transaction value, though average value per transaction increases

WHAT'S NEXT?

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