



Euromonitor
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Debit Cards in the Philippines

March 2026

Table of Contents

[Charge Cards in the Philippines - Category analysis](#)

[Charge Cards in the Philippines - Company Profile](#)

2025 DEVELOPMENTS

Affluent focus keeps charge cards marginal

INDUSTRY PERFORMANCE

Charge cards remain niche with limited circulation

WHAT'S NEXT?

Significant development is unlikely over the forecast period

No major regulatory or institutional shifts expected

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[Credit Cards in the Philippines - Category analysis](#)

[Credit Cards in the Philippines - Company Profile](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Faster onboarding and lifestyle positioning lift credit card usage

INDUSTRY PERFORMANCE

Credit card acquisition and usage accelerate in 2025

Fraud remains rising challenge

WHAT'S NEXT?

Credit card transactions are set to rise over forecast period

Contactless and tokenised payments will accelerate usage while regulatory shifts reshape market

COMPETITIVE LANDSCAPE

Mastercard leads operators, while neobanks drive innovation

BDO as biggest issuer

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

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[Debit Cards in the Philippines - Category analysis](#)

[Debit Cards in the Philippines - Company Profile](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Debit cards gain everyday relevance beyond cash withdrawals

INDUSTRY PERFORMANCE

Expansion in debit card access and cashless usage

Security remains a key issue in debit card usage

WHAT'S NEXT?

Debit card transactions set to rise over forecast period, with digital banks driving innovation and inclusion

Government-linked debit cards to expand reach, while new products focus on luxury and sustainability

COMPETITIVE LANDSCAPE

Visa leads in network terms, BDO in issuance

GoTyme launches app-based virtual Visa as Mastercard expands

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

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

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Mobile wallets reshape the pre-paid card role

INDUSTRY PERFORMANCE

Growth slows as shift towards mobile wallets continues

Open loop cards outperform their closed loop counterparts

WHAT'S NEXT?

Pre-paid card transactions set to slow down over the forecast period

New entrants and fintech partnerships could diversify pre-paid card offerings

COMPETITIVE LANDSCAPE

Jollibee as major closed loop issuer, while Wise launches new product

GCash leads open loop, while Beep continues to expand

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

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Financial Cards and Payments in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Digital-first issuance lifts cards in circulation

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Credit and debit cards drive up number of cards in circulation

Product innovation and digital onboarding boost financial card usage.

Digital banks gain ground, improving financial inclusion

WHATS NEXT?

Cards in circulation will rise further in forecast period

Digitalisation and mobile wallets to drive progress

COMPETITIVE LANDSCAPE

BDO and Mastercard as leading players

EastWest bank focuses on lifestyle and retail

MARKET INDICATORS

Table 77 - Number of POS Terminals: Units 2020-2025

Table 78 - Number of ATMs: Units 2020-2025

Table 79 - Value Lost to Fraud 2020-2025

Table 80 - Card Expenditure by Location 2025

Table 81 - Financial Cards in Circulation by Type: % Number of Cards 2020-2025

Table 82 - Domestic versus Foreign Spend 2025

MARKET DATA

Table 83 - Financial Cards by Category: Number of Cards in Circulation 2020-2025

Table 84 - Financial Cards by Category: Number of Accounts 2020-2025

Table 85 - Financial Cards Transactions by Category: Value 2020-2025

Table 86 - Financial Cards by Category: Number of Transactions 2020-2025

Table 87 - Consumer Payments by Category: Value 2020-2025

Table 88 - Consumer Payments by Category: Number of Transactions 2020-2025

Table 89 - M-Commerce by Category: Value 2020-2025

Table 90 - M-Commerce by Category: % Value Growth 2020-2025

Table 91 - Financial Cards: Number of Cards by Issuer 2020-2024

Table 92 - Financial Cards: Number of Cards by Operator 2020-2024

Table 93 - Financial Cards: Card Payment Transactions Value by Operator 2020-2024

Table 94 - Financial Cards: Card Payment Transactions Value by Issuer 2020-2024

Table 95 - Forecast Financial Cards by Category: Number of Cards in Circulation 2025-2030

Table 96 - Forecast Financial Cards by Category: Number of Accounts 2025-2030

Table 97 - Forecast Financial Cards Transactions by Category: Value 2025-2030

Table 98 - Forecast Financial Cards by Category: Number of Transactions 2025-2030

Table 99 - Forecast Consumer Payments by Category: Value 2025-2030

Table 100 - Forecast Consumer Payments by Category: Number of Transactions 2025-2030

Table 101 - Forecast M-Commerce by Category: Value 2025-2030

Table 102 - Forecast M-Commerce by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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