



Euromonitor
International

Financial Cards and Payments in Vietnam

March 2026

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EXECUTIVE SUMMARY

Strong growth amid push towards cashless society

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INDUSTRY PERFORMANCE

Government policies and urbanisation drive uptake of financial cards

Eco-debit cards emerge as niche category

Co-branded debit cards gain traction in Vietnam

WHAT'S NEXT?

Strong opportunities for growth in forecast period

NAPAS to remain the leading operator

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