



**Euromonitor
International**

Credit Cards in Portugal

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Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Charge cards lose out to credit cards

INDUSTRY PERFORMANCE

Charge cards continue to lose momentum

Fall in transaction value

WHAT'S NEXT?

Continuing decline over forecast period

Users switching to credit cards

No new players expected

COMPETITIVE LANDSCAPE

SIBS lead operator

Santander maintains lead

CATEGORY DATA

Table 1 - Charge Cards: Number of Cards in Circulation 2020-2025
Table 2 - Charge Cards Transactions 2020-2025
Table 3 - Charge Cards in Circulation: % Growth 2020-2025
Table 4 - Charge Cards Transactions: % Growth 2020-2025
Table 5 - Commercial Charge Cards: Number of Cards in Circulation 2020-2025
Table 6 - Commercial Charge Cards Transactions 2020-2025
Table 7 - Commercial Charge Cards in Circulation: % Growth 2020-2025
Table 8 - Commercial Charge Cards Transactions: % Growth 2020-2025
Table 9 - Personal Charge Cards: Number of Cards in Circulation 2020-2025
Table 10 - Personal Charge Cards Transactions 2020-2025
Table 11 - Personal Charge Cards in Circulation: % Growth 2020-2025
Table 12 - Personal Charge Cards Transactions: % Growth 2020-2025
Table 13 - Charge Cards: Number of Cards by Issuer 2020-2024
Table 14 - Charge Cards: Number of Cards by Operator 2020-2024
Table 15 - Charge Cards Payment Transaction Value by Issuer 2020-2024
Table 16 - Charge Cards Payment Transaction Value by Operator 2020-2024
Table 17 - Commercial Charge Cards: Number of Cards by Issuer 2020-2024
Table 18 - Commercial Charge Cards: Number of Cards by Operator 2020-2024
Table 19 - Commercial Charge Cards Payment Transaction Value by Issuer 2020-2024
Table 20 - Commercial Charge Cards Payment Transaction Value by Operator 2020-2024
Table 21 - Personal Charge Cards: Number of Cards by Issuer 2020-2024
Table 22 - Personal Charge Cards: Number of Cards by Operator 2020-2024
Table 23 - Personal Charge Cards Transaction Value by Issuer 2020-2024
Table 24 - Personal Charge Cards Transaction Value by Operator 2020-2024
Table 25 - Forecast Charge Cards: Number of Cards in Circulation 2025-2030
Table 26 - Forecast Charge Cards Transactions 2025-2030
Table 27 - Forecast Charge Cards in Circulation: % Growth 2025-2030
Table 28 - Forecast Charge Cards Transactions: % Growth 2025-2030
Table 29 - Forecast Commercial Charge Cards: Number of Cards in Circulation 2025-2030
Table 30 - Forecast Commercial Charge Cards Transactions 2025-2030
Table 31 - Forecast Commercial Charge Cards in Circulation: % Growth 2025-2030

Table 32 - Forecast Commercial Charge Cards Transactions: % Growth 2025-2030

Table 33 - Forecast Personal Charge Cards: Number of Cards in Circulation 2025-2030

Table 34 - Forecast Personal Charge Cards Transactions 2025-2030

Table 35 - Forecast Personal Charge Cards in Circulation: % Growth 2025-2030

Table 36 - Forecast Personal Charge Cards Transactions: % Growth 2025-2030

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

[Credit Cards in Portugal - Company Profile](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Credit cards key payment tool in e-commerce space

INDUSTRY PERFORMANCE

Credit cards on a high growth trajectory

Increasing number of transactions, with average value per transaction falling

WHAT'S NEXT?

Sustained growth over forecast period

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

Increasingly competitive landscape and emergence of new players

COMPETITIVE LANDSCAPE

SIBS maintains dominance, but Visa accounts for significant transaction value

BNP Paribas leading issuer, with its Cetelem brand

CATEGORY DATA

Table 37 - Credit Cards: Number of Cards in Circulation 2020-2025

Table 38 - Credit Cards Transactions 2020-2025

Table 39 - Credit Cards in Circulation: % Growth 2020-2025

Table 40 - Credit Cards Transactions: % Growth 2020-2025

Table 41 - Commercial Credit Cards: Number of Cards in Circulation 2020-2025

Table 42 - Commercial Credit Cards Transactions 2020-2025

Table 43 - Commercial Credit Cards in Circulation: % Growth 2020-2025

Table 44 - Commercial Credit Cards Transactions: % Growth 2020-2025

Table 45 - Personal Credit Cards: Number of Cards in Circulation 2020-2025

Table 46 - Personal Credit Cards Transactions 2020-2025

Table 47 - Personal Credit Cards in Circulation: % Growth 2020-2025

Table 48 - Personal Credit Cards Transactions: % Growth 2020-2025

Table 49 - Credit Cards: Number of Cards by Issuer 2020-2024

Table 50 - Credit Cards: Number of Cards by Operator 2020-2024

Table 51 - Credit Cards Payment Transaction Value by Issuer 2020-2024

Table 52 - Credit Cards Payment Transaction Value by Operator 2020-2024

Table 53 - Commercial Credit Cards: Number of Cards by Issuer 2020-2024

Table 54 - Commercial Credit Cards: Number of Cards by Operator 2020-2024

Table 55 - Commercial Credit Cards Payment Transaction Value by Issuer 2020-2024

Table 56 - Commercial Credit Cards Payment Transaction Value by Operator 2020-2024

Table 57 - Personal Credit Cards: Number of Cards by Issuer 2020-2024

Table 58 - Personal Credit Cards: Number of Cards by Operator 2020-2024

Table 59 - Personal Credit Cards Payment Transaction Value by Issuer 2020-2024

Table 60 - Personal Credit Cards Payment Transaction Value by Operator 2020-2024
Table 61 - Forecast Credit Cards: Number of Cards in Circulation 2025-2030
Table 62 - Forecast Credit Cards Transactions 2025-2030
Table 63 - Forecast Credit Cards in Circulation: % Growth 2025-2030
Table 64 - Forecast Credit Cards Transactions: % Growth 2025-2030
Table 65 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2025-2030
Table 66 - Forecast Commercial Credit Cards Transactions 2025-2030
Table 67 - Forecast Commercial Credit Cards in Circulation: % Growth 2025-2030
Table 68 - Forecast Commercial Credit Cards Transactions: % Growth 2025-2030
Table 69 - Forecast Personal Credit Cards: Number of Cards in Circulation 2025-2030
Table 70 - Forecast Personal Credit Cards Transactions 2025-2030
Table 71 - Forecast Personal Credit Cards in Circulation: % Growth 2025-2030
Table 72 - Forecast Personal Credit Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

[Debit Cards in Portugal - Company Profile](#)

KEY DATA FINDINGS

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

Revolut could emerge as a significant competitor over the forecast period

COMPETITIVE LANDSCAPE

SIBS continues to be the leading network

CGD leading issuer, but Santander makes most gains

CATEGORY DATA

Table 73 - Debit Cards: Number of Cards in Circulation 2020-2025
Table 74 - Debit Cards Transactions 2020-2025
Table 75 - Debit Cards in Circulation: % Growth 2020-2025
Table 76 - Debit Cards Transactions: % Growth 2020-2025
Table 77 - Debit Cards: Number of Cards by Issuer 2020-2024
Table 78 - Debit Cards: Number of Cards by Operator 2020-2024
Table 79 - Debit Cards Payment Transaction Value by Issuer 2020-2024
Table 80 - Debit Cards Payment Transaction Value by Operator 2020-2024
Table 81 - Forecast Debit Cards: Number of Cards in Circulation 2025-2030
Table 82 - Forecast Debit Cards Transactions 2025-2030
Table 83 - Forecast Debit Cards in Circulation: % Growth 2025-2030
Table 84 - Forecast Debit Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy performance in 2025, though future uncertain

INDUSTRY PERFORMANCE

Pre-paid cards reporting strong increase in 2025

Only marginal increase in closed loop transactions

COMPETITIVE LANDSCAPE

SIBS largest operator, but Mastercard accounts for highest transaction value

Otlis leading issuer of closed loop cards, while Revolut maintains strong lead in open loop

WHAT'S NEXT?

Pre-paid cards face structural decline

Continente set to emerge as a leading player

Fintechs driving innovation in the pre-paid card segment

CATEGORY DATA

Table 85 - Pre-paid Cards: Number of Cards in Circulation 2020-2025

Table 86 - Pre-paid Cards Transactions 2020-2025

Table 87 - Pre-paid Cards in Circulation: % Growth 2020-2025

Table 88 - Pre-paid Cards Transactions: % Growth 2020-2025

Table 89 - Closed Loop Pre-paid Cards Transactions 2020-2025

Table 90 - Closed Loop Pre-paid Cards Transactions: % Growth 2020-2025

Table 91 - Open Loop Pre-paid Cards Transactions 2020-2025

Table 92 - Open Loop Pre-paid Cards Transactions: % Growth 2020-2025

Table 93 - Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 94 - Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 95 - Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 96 - Pre-paid Cards Transaction Value by Operator 2020-2024

Table 97 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 98 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 99 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 100 - Closed Loop Pre-paid Cards Transaction Value by Operator 2020-2024

Table 101 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 102 - Open Loop Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 103 - Open Loop Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 104 - Open Loop Pre-paid Cards Transaction Value by Operator 2020-2024

Table 105 - Forecast Pre-paid Cards: Number of Cards in Circulation 2025-2030

Table 106 - Forecast Pre-paid Cards Transactions 2025-2030

Table 107 - Forecast Pre-paid Cards in Circulation: % Growth 2025-2030

Table 108 - Forecast Pre-paid Cards Transactions: % Growth 2025-2030

Table 109 - Forecast Closed Loop Pre-paid Cards Transactions 2025-2030

Table 110 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2025-2030

Table 111 - Forecast Open Loop Pre-paid Cards Transactions 2025-2030

Table 112 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

Store Cards in Portugal - Company Profile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Lack of innovation stymies store cards

INDUSTRY PERFORMANCE

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?

Store cards see further decline

BNPL gaining ground, with store cards losing out

El Corte Inglés: potential shift from store card to fully-fledged credit card

COMPETITIVE LANDSCAPE

Oney still leads but focusing more on credit cards

El Corte Inglés lies in second position

CATEGORY DATA

Table 113 - Store Cards: Number of Cards in Circulation 2020-2025

Table 114 - Store Cards Transactions 2020-2025

Table 115 - Store Cards in Circulation: % Growth 2020-2025

Table 116 - Store Cards Transactions: % Growth 2020-2025

Table 117 - Store Cards: Number of Cards by Issuer 2020-2024

Table 118 - Store Cards: Payment Transaction Value by Issuer 2020-2024

Table 119 - Forecast Store Cards: Number of Cards in Circulation 2025-2030

Table 120 - Forecast Store Cards Transactions 2025-2030

Table 121 - Forecast Store Cards in Circulation: % Growth 2025-2030

Table 122 - Forecast Store Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Financial Cards and Payments in Portugal - Industry Overview

EXECUTIVE SUMMARY

Continuing shift from physical cards to instant, mobile payments

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Increasing numbers of cards in circulations

Instant transfers receive boost from new regulations

Fintechs on the rise: driving innovation in Portugal's payments landscape

AI plays increasing role

WHAT'S NEXT?

Winners and loser over forecast period

Increasingly seamless experience

Further consolidation in competitive landscape

COMPETITIVE LANDSCAPE

OTLIS leading issuer, but Revolut makes most gains

SIBS leading operator that thrives on innovation

MARKET INDICATORS

Table 123 - Number of POS Terminals: Units 2020-2025
Table 124 - Number of ATMs: Units 2020-2025
Table 125 - Value Lost to Fraud 2020-2025
Table 126 - Card Expenditure by Location 2025
Table 127 - Financial Cards in Circulation by Type: % Number of Cards 2020-2025
Table 128 - Domestic versus Foreign Spend 2025

MARKET DATA

Table 129 - Financial Cards by Category: Number of Cards in Circulation 2020-2025
Table 130 - Financial Cards by Category: Number of Accounts 2020-2025
Table 131 - Financial Cards Transactions by Category: Value 2020-2025
Table 132 - Financial Cards by Category: Number of Transactions 2020-2025
Table 133 - Consumer Payments by Category: Value 2020-2025
Table 134 - Consumer Payments by Category: Number of Transactions 2020-2025
Table 135 - M-Commerce by Category: Value 2020-2025
Table 136 - M-Commerce by Category: % Value Growth 2020-2025
Table 137 - Financial Cards: Number of Cards by Issuer 2020-2024
Table 138 - Financial Cards: Number of Cards by Operator 2020-2024
Table 139 - Financial Cards: Card Payment Transactions Value by Operator 2020-2024
Table 140 - Financial Cards: Card Payment Transactions Value by Issuer 2020-2024
Table 141 - Forecast Financial Cards by Category: Number of Cards in Circulation 2025-2030
Table 142 - Forecast Financial Cards by Category: Number of Accounts 2025-2030
Table 143 - Forecast Financial Cards Transactions by Category: Value 2025-2030
Table 144 - Forecast Financial Cards by Category: Number of Transactions 2025-2030
Table 145 - Forecast Consumer Payments by Category: Value 2025-2030
Table 146 - Forecast Consumer Payments by Category: Number of Transactions 2025-2030
Table 147 - Forecast M-Commerce by Category: Value 2025-2030
Table 148 - Forecast M-Commerce by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

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