



Euromonitor
International

Debit Cards in Japan

January 2026

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Upmarket shift as players seek growth opportunities

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KEY DATA FINDINGS

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[Financial Cards and Payments in Japan - Industry Overview](#)

EXECUTIVE SUMMARY

Move away from cash, but financial cards face challenges

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Rapid shift to cashless and integrated financial services in Japan
Rising trends of wealth and premium consumption amongst affluent consumers
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