



Euromonitor
International

Store Cards in Mexico

January 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Charge cards sees increase in cards in circulation and transaction values in 2025

INDUSTRY DEVELOPMENTS

- Positive performance for charge cards driven by SMEs segment
- Double-digit growth in transaction values in 2025
- American Express continues to support local businesses to ensure inclusion

WHAT'S NEXT?

- Competition set to intensify amid declining cash usage
- Charge cards to embrace positive economic environment by capitalising on e-commerce
- New players expected to enter charge cards

COMPETITIVE LANDSCAPE

Strategic alliances driving category penetration

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

COUNTRY REPORTS DISCLAIMER

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

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Credit card transactions increase in 2025

INDUSTRY PERFORMANCE

Credit card transactions boosted by expansion of financial inclusion

Retail events remain powerful drivers of growth

Traditional banks and neobanks increase dynamism in the financial ecosystem

WHAT'S NEXT?

Economic uncertainty and stabilised growth in credit transactions likely

AI-driven personalisation and fraud prevention will continue apace

Interest rate trends risk increased debts for some consumers

COMPETITIVE LANDSCAPE

Visa continues to lead the credit card landscape in 2025

G7 banks benefit from strong infrastructure and investment in new technologies

Santander announces new no-fee international transfers

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 Mexico - Category analysis](#)

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Debit cards continue to grow despite economic uncertainty

INDUSTRY PERFORMANCE

Financial inclusion increases but continues to face challenges

WHAT'S NEXT?

E-commerce will continue to grow in Mexico

Proactive participation of government to boost engagement

Traditional financial institutions and FinTech set to collaborate to improve Mexican financial ecosystem

COMPETITIVE LANDSCAPE

Major players continue to improve their portfolios to stay relevant

BBVA strengthens its digitalisation strategy

Innovation leads to rapidly evolving competitive landscape

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 Mexico - Category analysis](#)

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Pre-paid cards sees growth in 2025

INDUSTRY DEVELOPMENTS

Closed-loop cards growth driven by government initiatives

Pre-paid cards make it easier for shoppers to purchase online

IAVE leads Mexico's pre-paid card segment through electronic toll system

COMPETITIVE LANDSCAPE

Carnet benefits by operating in workplace perk environment

Up Si Vale penetrates thanks to presence in employee benefit programs

WHAT'S NEXT?

SMEs remain a growth opportunity for open loop pre-paid cards

Closed loop pre-paid cards offer significant scope for growth

Data power set to enhance closed loop pre-paid cards from retail stores

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 Mexico - Category analysis](#)

[Store Cards in Mexico - Company Profile](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Store cards sees growth across metrics in 2025

INDUSTRY DEVELOPMENTS

Store cards continue to grow amid economic recovery and uncertainty

Store cards remain the main enabler for credit access in Mexico

WHAT'S NEXT?

Decentralisation opens up expansion opportunities

Store cards will face fierce competition from alternative financial products

Omnichannel strategy will be a competitive advantage

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 Mexico - Industry Overview](#)

EXECUTIVE SUMMARY

Mexican economy sees some stagnation in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Cash usage starts to decline, boosting circulation of cards

Mexico's FinTech ecosystem is in a phase of strategic consolidation

Digital payments are on the rise

WHAT'S NEXT?

Steady growth likely for financial cards in the years ahead

E-commerce will continue to see growth

Digital innovation set to continue apace

COMPETITIVE LANDSCAPE

BBVA retains its leading position through strategic investment in emerging technologies

Visa acquisition strengthens its infrastructure and position

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/store-cards-in-mexico/report.