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International

# Pre-Paid Cards in South Africa

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Limited demand for charge cards

INDUSTRY PERFORMANCE

Charge cards lose popularity in the personal segment  
Challenges prevail as more attractive payment methods emerge

WHAT'S NEXT?

Further challenges amid the development of new products  
Diners Club will continue to innovate and adapt within the forecast period

COMPETITIVE LANDSCAPE

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[Credit Cards in South Africa - Company Profile](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Strong performance observed in credit cards

### INDUSTRY PERFORMANCE

Credit card usage displays growth amidst economic and technological shifts

Technological advances make credit card payments easier in South Africa

### WHAT'S NEXT?

Regulatory reforms that aim to increase financial inclusion are set to drive growth

Capitec Bank Holding's new partnership with accounting software startup indicates a broader shift within banking industry

TymeBank and Sanlam set to launch co-branded app to integrate services

### COMPETITIVE LANDSCAPE

Concentrated competitive landscape is led by major banks

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[Debit Cards in South Africa - Category analysis](#)

[Debit Cards in South Africa - Company Profile](#)

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Positive performance for debit cards

### INDUSTRY PERFORMANCE

Demand for debit cards rises with new regulations and increasing fintech integration  
Lower barriers to entry attract fintech and wallet providers

### WHAT'S NEXT?

Debit cards set to benefit from increasing financial inclusion and digital innovation  
Nedbank Group enters into an agreement to acquire fintech player iKhokha  
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### COMPETITIVE LANDSCAPE

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Rising use of transportation pre-paid cards

### INDUSTRY PERFORMANCE

Supply issues create challenging period for open loop pre-paid cards

Beneficiaries transition to private banks

### WHAT'S NEXT?

Uncertainty over social grant payments with South African Postbank (SOC) Ltd at odds with SASSA

South African Reserve Bank looks to overhaul the regulatory framework around gift cards

Expansion of transport infrastructure throughout major South African cities set to benefit closed loop pre-paid cards

### COMPETITIVE LANDSCAPE

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[Store Cards in South Africa - Category analysis](#)

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### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Store cards remain very popular in South Africa

#### INDUSTRY PERFORMANCE

Store cards continue to display modest growth supported by economic improvements

Omnichannel integration and digital engagement improves store card appeal

#### WHAT'S NEXT?

Store cards set to experience steady growth, even as BNPL emerges

Buy Now Pay Later will continue to revolutionise the retail credit market

Retailers will look to innovate product features and utilise technology and digital adoption

#### COMPETITIVE LANDSCAPE

Truworths International and The Foschini Group lead store cards

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## Financial Cards and Payments in South Africa - Industry Overview

### EXECUTIVE SUMMARY

Digital evolution brings innovation to financial cards and payments

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Lower interest rates support uptick in consumer confidence

Digital technologies continue to transform consumer banking services

South African Reserve Bank opens national payment system to fintechs under new regulations

Postbank continues to encounter challenges with SASSA terminating their contract

#### WHAT'S NEXT?

Bright outlook for the evolving financial cards and payments industry

Retailers and foreign banks will reshape the competitive landscape

#### COMPETITIVE LANDSCAPE

Digital-first brands make a play in highly competitive landscape

Visa and Mastercard remain dominant card operators

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