Euromonitor International

Debit Cards in South Africa

January 2026

Table of Contents

Pre-Paid Cards in South Africa - Company Profile

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

Transportation cards witness consistent growth

Leading issuer South African Postbank (SOC) Ltd continues to lose share

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

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Store Cards in South Africa - Category analysis

Store Cards in South Africa - Company Profile

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

Payment gateways and store card alliances becoming common practice

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

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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

Consolidation marks period of strategic expansion amid fintech integration

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