



Euromonitor
International

Pre-Paid Cards in China

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Digital wallets and point-of-sale credit erode credit card relevance

INDUSTRY PERFORMANCE

Cautious consumer sentiment undermines progress for credit cards in China
Chinese consumers unconvinced by value of credit cards

WHAT'S NEXT?

Credit card transactions set to resume growth over the forecast period
Credit card non-performing rate set to alleviate, while inbound travel card payments rise

COMPETITIVE LANDSCAPE

Competitive landscape remains steady, with Mastercard accelerating product offerings
China Merchant Bank boasts most credit cards in circulation, and tourists benefit from digital wallets

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

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Debit cards extend reach as everyday payments stay wallet-led

INDUSTRY PERFORMANCE

Debit cards sees further growth as rural access expands

Debit card transactions lead in China, with consumers combining card functions

WHAT'S NEXT?

Debit cards likely to remain preferred option within consumer payments

Multi-currency debit card set to gain traction

COMPETITIVE LANDSCAPE

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Digital wallets and tighter oversight subvert growth for pre-paid cards

INDUSTRY PERFORMANCE

Pre-paid card market faces contraction in 2025

Pre-paid cards see limited use in China, despite increased personalisation

WHAT'S NEXT?

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Regulatory environment likely to remain restrictive

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

EXECUTIVE SUMMARY

Debit-led mobile payments drive progress, while credit and prepaid lose relevance

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Debit cards remain favoured within financial cards and payments
Credit cards and pre-paid cards continue to lose ground
Non-performing loan (NPL) rate of credit cards sees improvement, while international payments are easier for inbound tourists

WHAT'S NEXT?

Debit cards to remain on top
Credit cards will see positive growth in forecast period
Pre-paid cards will record slight improvement

COMPETITIVE LANDSCAPE

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