



Store Cards in Colombia

January 2026

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INDUSTRY PERFORMANCE

Colombia's credit card market rebounds in 2025

Credit card transactions increase thanks to the rise of digital wallets and contactless payments

WHAT'S NEXT?

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

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

KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

Debit card adoption in Colombia is growing
Card transactions rise fuelled by e-commerce and wider access to card payments

WHAT'S NEXT?

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KEY DATA FINDINGS

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Store cards under threat as consumers turn to alternative payment options

INDUSTRY PERFORMANCE

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WHAT'S NEXT

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

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A brighter outlook for 2025 as consumer confidence improves

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Economic recovery fuels growth in card issuance

Digital payments reshape the transaction landscape

Bre-B, transforming Colombia's payment ecosystem

WHAT'S NEXT?

Debt cards set to play a growing role in the payments market

As consumer confidence returns the focus will shift towards the benefits offered by credit cards

Pre-paid cards still full of potential but store cards falling out of fashion

COMPETITIVE LANDSCAPE

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