



Euromonitor
International

Pre-Paid Cards in India

January 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

High-end image

INDUSTRY PERFORMANCE

Exclusive positioning drives steady adoption amongst affluent consumers
Digital adoption and security features reinforce premium usage

WHAT'S NEXT?

Gradual expansion amongst high-income segments
Digital and experiential innovations to drive engagement
High-value, curated spending to sustain relevance

COMPETITIVE LANDSCAPE

American Express strengthens market position via enriched rewards and exclusive experiences

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

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Further expansion of credit cards

INDUSTRY PERFORMANCE

Moderate growth in transaction value driven by higher spend per card

Commercial credit cards continue to gain traction amongst corporate clients

WHAT'S NEXT?

Digital adoption and premiumisation set to drive strong credit card usage in the forecast period

Government initiatives and regulatory measures to influence market dynamics

Tier 2 and 3 city expansion and technology adoption to underpin growth

COMPETITIVE LANDSCAPE

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

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Debit cards remains important, but for specific payment occasions

INDUSTRY PERFORMANCE

High penetration and moderating retail spend constrain growth

Changing consumer behaviour impacts debit card usage

WHAT'S NEXT?

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Younger urban consumers use open loop pre-paid cards for everyday payments

INDUSTRY PERFORMANCE

Open loop cards emerging as everyday payment choice

Closed loop cards retain strength in corporate and retail ecosystems

WHAT'S NEXT?

Open loop cards set to capture mass-market momentum

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

EXECUTIVE SUMMARY

More segmented use of payment methods

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Evolving financial cards and payments landscape

Electronic transfers dominated by UPI for everyday payments while cards used for intentional high-value transactions

Rising adoption in smaller cities reshapes product demand

WHAT'S NEXT?

Ongoing development of the payments ecosystem

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