

# Pre-Paid Cards in the Philippines

November 2023

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## Charge Cards in the Philippines - Category analysis

### Charge Cards in the Philippines - Company Profile

#### 2023 DEVELOPMENTS

Charge cards remains a niche category in the Philippines in 2023  
BDO Unibank is the sole issuer of charge cards under American Express  
Shop Small initiative

#### PROSPECTS AND OPPORTUNITIES

Significant development is unlikely over the forecast period

## Credit Cards in the Philippines - Category analysis

### Credit Cards in the Philippines - Company Profile

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Resurgence in spending and financial burden on consumers drive credit card transactions  
Travel boosts spending and stimulates new product development  
Higher interest rate imposed by the central bank

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- Digital banks help to accelerate the adoption of debit cards
- InstaPay and PESONet drive debit card usage

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- Mobile wallets propel the expansion of pre-paid cards
- Beep card provides new payment solution for transportation

#### PROSPECTS AND OPPORTUNITIES

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