

# Pre-Paid Cards in Mexico

November 2023

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## Charge Cards in Mexico - Company Profile

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#### 2023 DEVELOPMENTS

Post-pandemic economic recovery fuels the performance of charge cards  
Charge cards are sought after for exclusive benefits and no interest payments  
Recognition of customer loyalty reinforces the positive performance of American Express

#### PROSPECTS AND OPPORTUNITIES

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## KEY DATA FINDINGS

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Post-pandemic economic and labour recovery are the primary drivers of growth

More choices from traditional and digital banks boost credit cards in Mexico

Credit card players see financial inclusion as an opportunity for acquisition

### PROSPECTS AND OPPORTUNITIES

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

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Digital transformation drives innovation in Mexico  
An opportunity to address the mistrust of Mexicans in new payment methods

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#### KEY DATA FINDINGS

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Pre-paid cards experiences continued growth due the influx of digital players  
Pre-paid cards drive financial inclusion  
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##### PROSPECTS AND OPPORTUNITIES

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[Store Cards in Mexico - Category analysis](#)

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Promotional price campaigns drive loyalty to store cards from specific department stores  
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### PROSPECTS AND OPPORTUNITIES

Popularity of store cards allows potential for growth in spending  
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[Financial Cards and Payments in Mexico - Industry Overview](#)

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