

As of 2021, Vietcombank held the leading position in Vietnam's credit card market, with other major banks such as BIDV, VietinBank, Sacombank, and Techcombank also holding significant shares. (vietnamnews.vn) In the international debit card segment, Sacombank led with a 32% market share, followed by Techcombank at 18%, VietinBank at 10%, ACB at 9%, and Vietcombank at 8%. (vietnamnet.vn) For international credit card sales, TPBank held a 17% market share, VPBank 16%, Techcombank 15.7%, VIB 8%, and Sacombank 6%. (vietnamnet.vn)

The credit card market in Vietnam has been experiencing significant growth, with the number of credit cards in circulation multiplying by 2.4 times compared to 2018, and transaction value via credit cards increasing by 35% annually as of the first half of 2023. (fiingroup.vn) This growth is supported by the low penetration of credit cards compared to regional countries, the robust growth of e-commerce and online services, and the acceleration of digital payments.

In 2023, Vietcombank was honored by Visa with 12 significant awards in card activities, including Leadership in Payment Volume and Leadership in Digital Wallet Volume, affirming its credibility and market-leading position in Vietnam's card market. (vietcombank.com.vn) Similarly, in 2024, Vietcombank continued to solidify its leading position by securing multiple prestigious awards from NAPAS and Visa, such as Outstanding Bank of the Year and Leading Bank in Total Card Transaction Sales. (vietcombank.com.vn)

Sacombank has also demonstrated significant growth, surpassing one million credit card customers by April 2024. This milestone reflects the bank's customer-centric strategy and investments in card issuance and payment acceptance, contributing to the expansion of cashless payments in Vietnam. (sacombank.com.vn)

While specific market share data for Techcombank and ACB is limited, both banks are recognized as major players in Vietnam's credit card market. Techcombank, in particular, has been noted for its significant share in the international debit card segment. (vietnamnet.vn)

Overall, the Vietnamese credit card market is becoming increasingly competitive, with both domestic and foreign banks, as well as finance companies, actively participating and offering various incentives and promotions to attract customers. (vietnamnet.vn)