

The Vietnamese credit card market has experienced significant growth, with major banks like Techcombank, Vietcombank, and ACB playing pivotal roles. Below is an analysis of credit card usage trends and key performance indicators (KPIs) for these institutions.

## 1. Credit Card Market Overview

- **Market Growth:** As of March 2024, over 150.6 million cards were in circulation in Vietnam, marking a 3.29% increase from the previous year. This includes more than 106.7 million domestic cards and 43.9 million international cards. ([dataen.vdsc.com.vn](https://dataen.vdsc.com.vn))
- **Domestic Credit Cards:** The number of domestic credit cards exceeded 904,700 by March 2024, an 18.37% increase from the same period in 2023, outpacing the 9.53% growth rate of international credit cards. ([dataen.vdsc.com.vn](https://dataen.vdsc.com.vn))

## 2. Techcombank

- **Digital Transactions:** In 2022, 90% of Techcombank's customer transactions were conducted through digital channels. ([en.vneconomy.vn](https://en.vneconomy.vn))
- **Credit Card Growth:** The bank saw a 47.7% increase in new credit card issuances and a 40.6% rise in card payment transactions during the same period. ([en.vneconomy.vn](https://en.vneconomy.vn))
- **Awards:** In May 2022, Visa honored Techcombank with eight awards, including leadership in payment volume and growth in card payment volume. ([techcombank.com](https://techcombank.com))

## 3. Vietcombank

- **Market Leadership:** By the end of Q2 2023, Vietcombank processed over 2.25 billion transactions, accounting for 12.5% of the NAPAS system's total transactions, with a total transaction value exceeding VND 11.9 quadrillion. ([vietcombank.com.vn](https://vietcombank.com.vn))
- **Awards:** In December 2023, Visa recognized Vietcombank with 12 awards, including leadership in total card transaction volume and online transaction sales. ([vietcombank.com.vn](https://vietcombank.com.vn))

#### 4. ACB (Asia Commercial Bank)

- **Credit Growth:** In the first half of 2024, ACB achieved a credit growth of 12.8%, doubling the industry average. ([vietnam.vn](https://vietnam.vn))
- **Efficiency:** The bank reported a return on equity (ROE) of 16%, leading the market in efficiency during this period. ([vietnam.vn](https://vietnam.vn))

#### 5. Market Trends

- **Digital Adoption:** The shift towards digital banking is evident, with banks like Techcombank reporting high percentages of digital transactions. ([en.vneconomy.vn](https://en.vneconomy.vn))
- **Domestic Credit Cards:** The growth rate of domestic credit cards has been higher than that of international ones, indicating a trend towards local financial products. ([dataen.vdsc.com.vn](https://dataen.vdsc.com.vn))
- **Consumer Behavior:** A 2023 Visa study revealed that 56% of surveyed Vietnamese users reported carrying less cash than the previous year, reflecting a proactive adoption of new financial technologies. ([dataen.vdsc.com.vn](https://dataen.vdsc.com.vn))

In summary, the Vietnamese credit card market is expanding rapidly, driven by digital adoption and the increasing popularity of domestic credit cards. Techcombank, Vietcombank, and ACB have demonstrated strong performance through significant growth in credit card issuance, transaction volumes, and market leadership, as evidenced by various industry awards and recognitions.