



Article

Why card payments are expected to remain key for APAC

Unlock your card potential

The payments industry is undergoing rapid transformation. In 2025, APAC card payments hit a new high of almost \$25 trillion¹, driven by strong growth in established card payment markets such as China, South Korea, Japan and Australia – as well as rapid adoption in emerging markets like Indonesia. Across the region, growth in the value of card payments has exceeded 5% per year for the last three years as infrastructure improves in emerging markets, keeping money moving at speed and at scale.

APAC consumers used cards to pay for \$23.7 trillion of goods and services last year, with China the dominant market at \$20.3 trillion, followed by South Korea (\$984.5 billion), Japan (\$866.1 billion), and Australia (\$731.4 billion). Numbers like these make it clear that, 40 years after their mass-market introduction, cards remain central to the payments mix across APAC.

Continued growth of card payments in APAC stems from two factors. The first is consumer trust in and preference for cards as a payment form. While fraud patterns evolve across all payment types, recent third-party reports indicate increased scam activity affecting certain A2A use cases in specific markets. In India, “push” payment fraud through A2A channels led to losses of US\$1.32 billion in the first nine months of 2024 alone.² Still, card ecosystems in many markets operate within long standing consumer protection frameworks. Consumers continue to trust cards because protections for card transactions are well established and understood.

1 - Global Data, 21 May 2025, “Asia-Pacific card payments market to reach nearly \$25 trillion in 2025”.

2 - FICO, 3 March 2025: “India’s Digital Scam Epidemic”.

A second factor is the development of new card features and greater functionality. For APAC, one of the most significant features is the capacity to tokenise cards at issuance so that they can instantly be provisioned into a digital wallet such as Apple Pay, Google Pay or Samsung Pay – not to mention highly popular super apps such as WeChat, Grab and others, subject to issuer, network and provider eligibility and availability.³

Among world regions, APAC is the most app-savvy, with third-party research indicating that the region accounts for approximately 64% of all global app downloads.⁴ As a consequence, most cardholders in the region benefit from the ability to control their cards in real time via card management apps on mobile devices. These apps allow users to instantly freeze and unfreeze cards, set spending limits and parental controls, restrict access to certain categories of merchant and enable personalised services and push notifications.

Cards have evolved in recent years from a single-function form to a wide range of applications and use cases, from credit and debit to loyalty and Buy Now, Pay Later (BNPL). Thanks to the arrival of NFC contactless transactions, new uses cases for cards are emerging, from vending machines and transport payments to turnstiles at concerts and sporting events, and more. Consumer demand for increased card functionality is driving banks to revisit and refine their card issuing strategies.

To learn how FIS® International Issuing Hub can help keep money in frictionless motion by offering faster, more secure and more seamless card programs to drive growth, contact your relationship manager or visit [FISglobal.com](https://www.fisglobal.com).

3 - Apple Pay is a trademark of Apple Inc. Google Pay is a trademark of Google LLC. Samsung Pay is a trademark of Samsung Electronics Co., Ltd. WeChat is a trademark of Tencent. Grab is a trademark of Grab Holdings Inc. All trademarks belong to their respective owners.

4 - TyrAds, 1 July 2024: "Asia Pacific, the Land of App-Opportunities".

Unlock card growth



Money at rest. Money in motion. Money at work.™

FIS card solutions help move money more effectively. Our **technology** powers the global economy across the money lifecycle.

Money at rest

Unlock seamless integration and human-centric digital experiences while ensuring efficiency, stability, and compliance as your business grows.

Money in motion

Unlock liquidity and flow of funds by synchronizing transactions, payment systems, and financial networks without compromising speed or security.

Money at work

Unlock a cohesive financial ecosystem and insights for strategic decisions to expand operations while optimizing performance.

[fisglobal.com/contact-us](https://www.fisglobal.com/contact-us)

[linkedin.com/company/fis](https://www.linkedin.com/company/fis)

[x.com/fisglobal](https://www.x.com/fisglobal)

This material is for information purposes only of the intended recipient. We have taken care in the preparation of this information but will not be responsible for any losses or damages including loss of profits, indirect, special or consequential losses arising as a result of any information in this document or reliance on it (other than in respect of fraud or death or personal injury caused by negligence). Terms and conditions apply to all our services. The content of this material may not be reproduced without prior consent of FIS.