



An Overview of Credit Card Usage Pattern Within and Outside Bangladesh

February 2024

Comments and suggestions may be sent to:

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The utilization of credit cards issued by commercial banks and financial institutions in Bangladesh has seen a remarkable surge over time. Transaction volumes are on a notable upward trajectory, contributing significantly to the augmentation of economic activities within the region. The Big Data Analytics and Data Science Unit of Statistics Department is actively collecting extensive data on credit card transactions from 43 (forty three) schedule banks and 01(one) non-bank financial institution in Bangladesh. This comprehensive data collection aims to form a robust database that encapsulates the vast volume of transactions; deemed as Big Data due to its diverse nature, rapidity and variability.

In the analysis of credit card transactions for February 2024, it is evident that domestic transactions within Bangladesh witnessed a decrease of 4.49%, amounting to Tk. 25,581 million compared to Tk. 26,784 million in January 2024 (Table-1). Concurrently, international transactions outside the country totaled Tk. 4,991 million in February 2024 (Table-3), showcasing a decrease of 6.19% from Tk. 5,321 million in January 2024. On the other hand, transactions made with credit cards issued by foreign entities but utilized within Bangladesh showed an increase to Tk. 2,400 million in February 2024 from Tk. 1,816 million in January 2024, indicating a considerable increase of 32.18% (Table-6).

Domestic credit card usage

Credit card transactions at departmental stores saw a decrease to Tk. 12,690 million in February 2024 from Tk. 13,206 million in January 2024. Similarly, retail outlet services and transactions related to utilities noted a minor decrease in February 2024 from that of January 2024. In addition, there was a reduction in cash withdrawal transactions, with Tk. 1,877 million in February 2024 and Tk. 2,071 million in January 2024. Moreover, Clothing category experienced a cutback to Tk. 1,500 million in February 2024 from Tk. 1,625 million in January 2024. Also transactions within Drug and Pharmacies category decreased to Tk. 1,345 million in February 2024 from Tk. 1,373 million in January 2024. Transportation showed a slight increase and Fund Transfer, Business, Professional and Government services demonstrated a marginal decrease in February 2024 compared to that of preceding month.

Table-1: Category-wise Breakdowns of Credit Card Transactions (Domestic)
in January 2024 and February 2024

(million taka)

Merchant Categories	Jan-24			Feb-24		
	Amount	Percentage	No. of Transactions	Amount	Percentage	No. of Transactions
Departmental Stores	13206	49.31	1625850	12690	49.61	1565777
Retail Outlet Services	3505	13.08	927594	3300	12.90	875341
Utilities	2284	8.53	230390	2254	8.81	220552
Cash Withdrawal	2071	7.73	238745	1877	7.34	210511
Clothing	1625	6.07	356640	1500	5.86	306567
Drug and Pharmacies	1373	5.12	275970	1345	5.26	280887
Transportation	910	3.40	72067	918	3.59	74465
Fund Transfer	924	3.45	33194	905	3.54	31516
Business Services	562	2.10	80238	523	2.04	75306
Professional Services	211	0.79	19445	181	0.71	18630
Government Services	114	0.43	15387	87	0.34	13848
Grand Total	26784	100.00	3875520	25581	100.00	3673400

The analysis indicates subtle shifts in transaction percentages across various categories, with some experiencing decreases while others saw marginal increases. Slight changes include a decrease in departmental store transactions, an increase in transportation transactions and minor fluctuations in other categories. Overall, the percentages showcase a mixed trend in consumer spending patterns among different categories of transactions between January 2024 and February 2024.

Chart-1 illustrates the spending pattern for different sectors within the country in February 2024. Apparently, it shows that nearly half of the domestic credit card transactions were took place in Departmental Stores. It is mentionable that credit cards were utilized across other sectors including Retail Outlet Services, Utilities, Cash Withdrawal, Drug & Pharmacies and Clothing during this period.

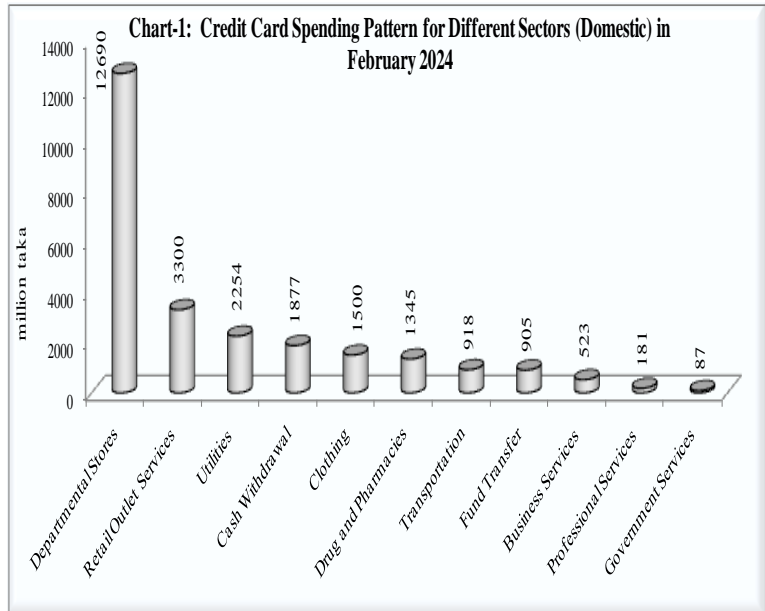


Chart-2 illustrates the clear and comparative view of the proportional expenditures of each sector based on the total credit card transactions within the country in February 2024.

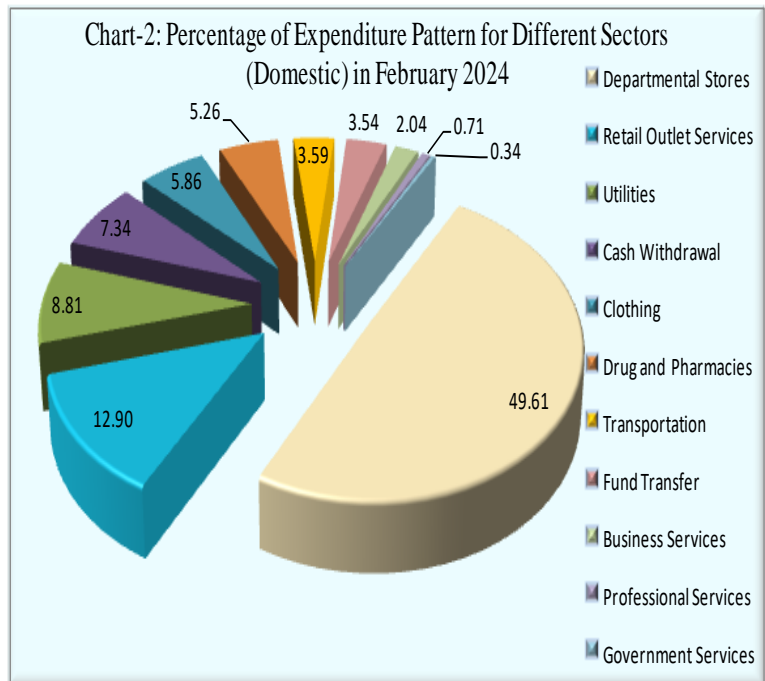


Table-2: Card Type Breakdowns of Credit Card Transactions (Domestic)
in January 2024 and February 2024

Analyzing the credit card usage pattern, it reveals that a significant majority, approximately 71.55% of the credit card transactions took place using VISA card, around 17.73% of transactions utilized Mastercard while about 10.54% of transactions were made with AMEX card. The remaining transactions occurred through other type of cards in February, 2024.

(million taka)

Card Type	Jan-24			Feb-24		
	Amount	Percentage	No. of Transactions	Amount	Percentage	No. of Transactions
VISA	19044	71.10	2773052	18303	71.55	2636489
Mastercard	4876	18.21	692477	4536	17.73	647210
AMEX	2817	10.52	396890	2695	10.54	376837
Diners	20	0.08	9806	22	0.09	9848
QcashProprietar	14	0.05	2267	12	0.05	2101
JCB	9	0.03	426	9	0.03	403
Unionpay	3	0.01	602	5	0.02	512
Grand Total	26784	100.00	3875520	25581	100.00	3673400

Outward credit card usage

The spending habits of credit cardholders engaging in cross-border transactions mirrored the domestic pattern in February 2024. In February 2024, these cardholders predominantly utilized their cards in abroad at Departmental Stores, accounting for approximately 27.64% of transactions. Other notable categories included Retail Outlet Services (16.02%), Drug and Pharmacies (13.83%), Clothing (9.44%), Cash Withdrawal (7.92%), Transportation (7.10%) and various other categories (18.05%).

Table-3: Category-wise Breakdowns of Credit Card Transactions (Outside the country)
in January 2024 and February 2024

(million taka)

Merchant Categories	Jan-24			Feb-24		
	Amount	Percentage	No of Transactions	Amount	Percentage	No of Transactions
Departmental Stores	1461	27.46	199290	1380	27.64	202291
Retail Outlet Services	841	15.81	137428	800	16.02	136597
Drug and Pharmacies	656	12.33	43090	690	13.83	45054
Clothing	474	8.91	45655	471	9.44	47400
Cash Withdrawal	546	10.26	25273	395	7.92	19573
Transportation	368	6.92	44069	354	7.10	45779
Business Services	326	6.13	68417	324	6.49	74064
Professional Services	260	4.88	52603	217	4.35	18410
Government Services	256	4.81	23192	214	4.28	44658
Utilities	132	2.49	36546	146	2.92	37697
Grand Total	5321	100.00	675563	4991	100.00	671523

Chart-3 illustrates the diversity of usage of credit cards (outside the country) across different sectors in February, 2024.

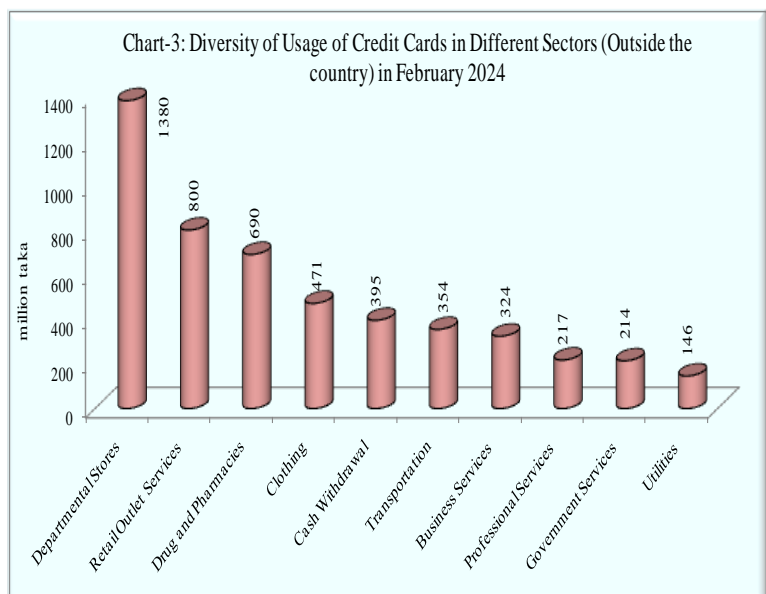
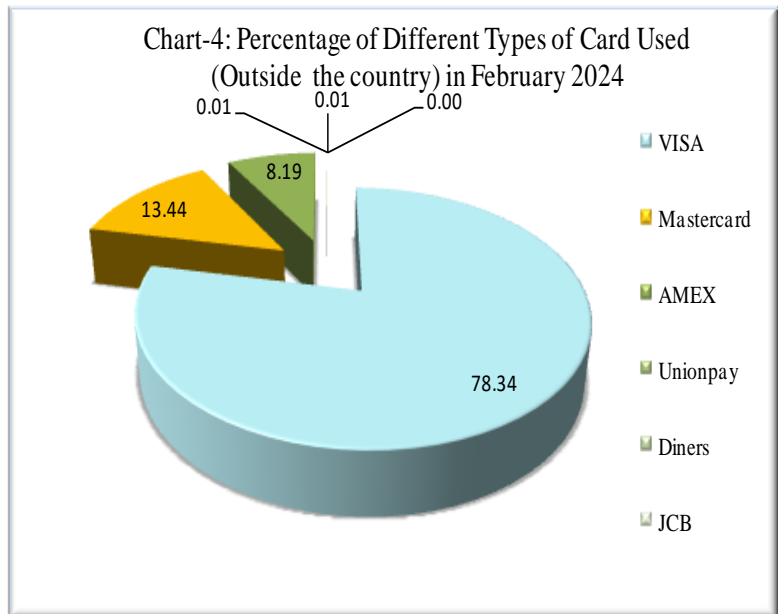


Table-4 depicts that VISA and Mastercard were the prime choices for cross-border transactions in February 2024, mirroring their dominance in domestic credit card transactions within the country.

Table-4: Card Type Breakdowns of Credit Card Transactions (Outside the country) in January 2024 and February 2024

Card Type	Jan-24			Feb-24		
	Amount	Percentage	No of Transaction	Amount	Percentage	No of Transaction
VISA	4227	79.45	528698	3910	78.34	525429
Mastercard	708	13.31	103458	671	13.44	97637
AMEX	384	7.22	43283	409	8.19	48292
Unionpay	1	0.01	79	1	0.01	81
Diners	0.12	0.00	45	0.59	0.01	81
JCB	0.00	0.00	0.00	0.15	0.00	3
Grand Total	5321	100.00	675563	4991	100.00	671523

Chart-4 represents the distribution of various credit card types used in cross-border transactions during February 2024, showcasing the percentage breakdown of each card type.



Analyzing the breakdown of cross-border transactions by country, it is evident that the majority of credit card transactions occurred in India, accounting for approximately 21.72%. The rest of the cross-border transactions were distributed across various countries: Thailand (12.23%), USA (12.20%), UAE (10.59%), Singapore (6.83%), UK (5.93%), Saudi Arabia (4.71%), Canada (4.60%), Malaysia (2.91%), Australia (2.63%), Ireland (2.54%), Netherlands (2.30%) and other countries (10.79%).

Table-5: Country-wise Breakdowns of Credit Card Transactions (Outside the country) in January 2024 and February 2024

Countries	Jan-24			Feb-24		
	Amount	Percentage	No of Transaction	Amount	Percentage	No of Transaction
India	965	18.14	107792	1084	21.72	121599
Thailand	559	10.50	48547	611	12.23	59222
USA	721	13.56	122352	609	12.20	114961
UAE	618	11.62	36390	529	10.59	32816
Singapore	363	6.82	39992	341	6.83	37454
UK	299	5.61	42649	296	5.93	41971
Saudi Arabia	319	6.00	51838	235	4.71	42784
Canada	274	5.15	38237	230	4.60	34932
Malaysia	202	3.80	31075	145	2.91	26156
Australia	147	2.76	20345	131	2.63	21148
Ireland	116	2.18	28952	127	2.54	35047
Netherlands	118	2.22	17980	115	2.30	18777
Other Countries	620	11.65	89414	539	10.79	84656
Grand Total	5321	100.00	675563	4991	100.00	671523

Chart-5 shows the diversity of usage of credit cards in different countries in February, 2024.

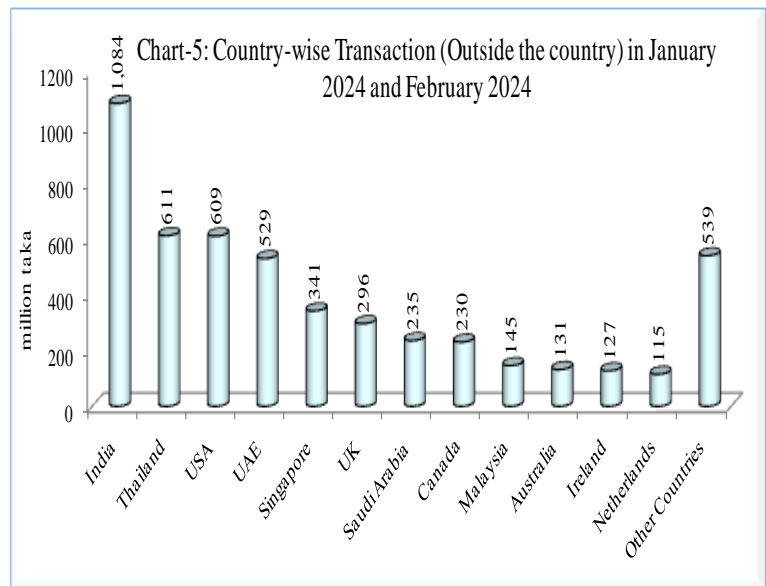


Chart-6 shows the percentage of country-wise cross-border transactions in February 2024.

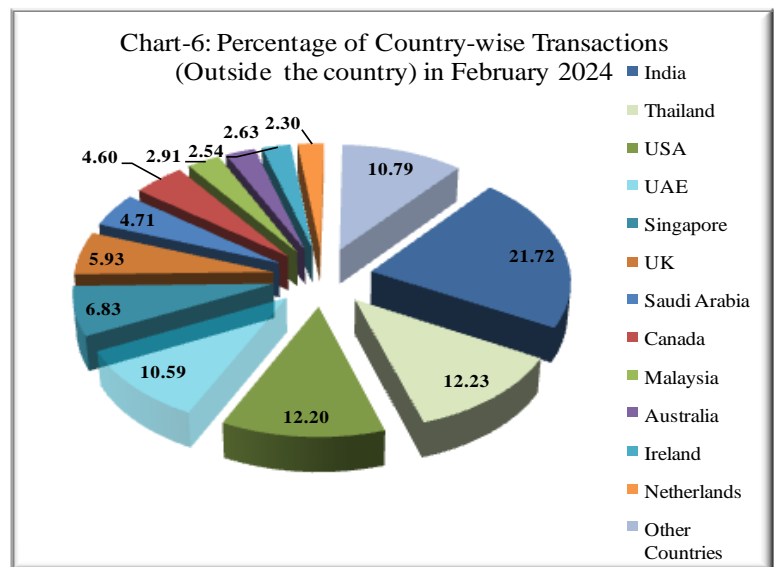


Table-6: Category-wise Breakdowns of Credit Card Transactions (within the country by foreign nationals) in January 2024 and February 2024

Inward credit card usage

It is observed that inward credit card usage witnessed a remarkable increase in February 2024 compared to that of preceding month. Credit card issued by other countries but used in departmental stores within Bangladesh recorded maximum amount of transactions which was roughly 37.71% of all transactions in February 2024. Additionally, cash withdrawals made up approximately 24.71%, while transactions in transportation constituted 17.16%. The remaining sectors collectively contributed around 20.43% to the total transactions.

Merchant Categories	Jan-24			Feb-24		
	Amount	Percentage	No of Transaction	Amount	Percentage	No of Transaction
Departmental Stores	595	32.77	85473	905	37.71	96447
Cash Withdrawal	476	26.23	30972	593	24.71	39543
Transportation	319	17.55	15441	412	17.16	16222
Clothing	180	9.89	21405	213	8.86	24864
Retail Outlet Services	113	6.20	31517	115	4.81	33394
Business Services	41	2.24	4781	55	2.29	5292
Drug and Pharmacies	37	2.02	4741	40	1.68	4990
Utilities	29	1.61	30219	33	1.38	29528
Professional Services	19	1.06	1672	22	0.91	1589
Government Services	8	0.43	1174	12	0.50	1820
Grand Total	1816	100.00	227395	2400	100.00	253689

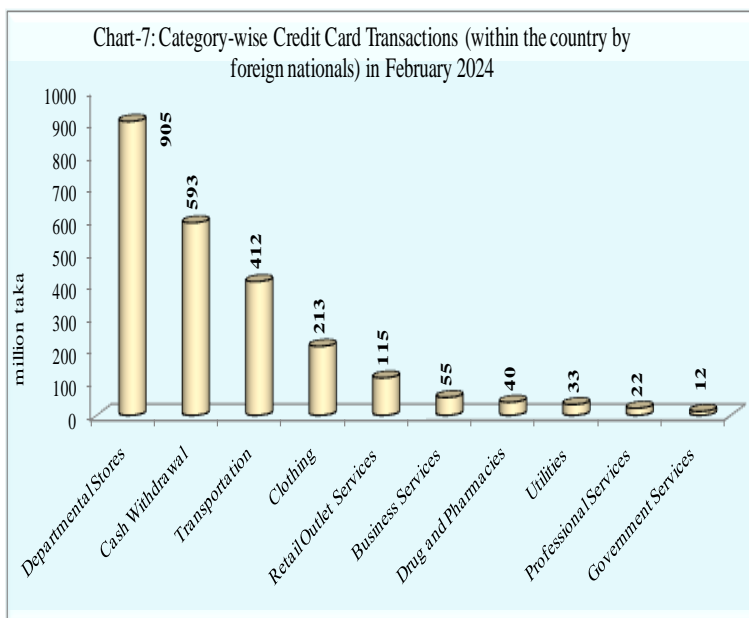
Table-7: Card Type Breakdowns of Credit Card Transactions (within the country by foreign nationals) in January 2024 and February 2024

(million taka)

Table-7 indicates that in Bangladesh around 59.88% of the transactions were conducted using VISA cards issued by foreign entities, while approximately 39.09% of the transactions were executed using Mastercard issued by foreign entities.

Card Type	Jan-24			Feb-24		
	Amount	Percentage	No of Transaction	Amount	Percentage	No of Transaction
VISA	1045	57.52	138140	1437	59.88	156966
Mastercard	755	41.57	87997	938	39.09	95124
Unionpay	10	0.54	625	12	0.51	853
AMEX	2	0.10	400	7	0.29	452
Diners	4	0.20	184	4	0.18	222
JCB	1	0.07	49	1	0.05	72
Grand Total	1816	100.00	227395	2400	100.00	253689

Chart-7 illustrates the diversity of usage of credit cards (within the country by foreign nationals) in different sectors in February, 2024.



In February 2024, the majority of transactions among foreign nationals were conducted by individuals holding credit cards issued by the USA, accounting for about 26.65% of the total transactions. Other significant contributions were made by UK nationals (13.56%), individuals with cards from India (9.86%), Japan (4.21%), Canada (4.15%), Singapore (3.46%), Australia (3.30%), UAE (2.90%), Germany (2.57%), Italy (2.11%), South Korea (1.69%), Saudi Arabia (1.62%), France (1.62%) and various other countries (22.30%).

Table-8: Country-wise Breakdown of Credit Card Transactions (within the country by foreign nationals) in February 2024

(million taka)

Countries	Transaction Amount	Percentage	No of Transaction
USA	640	26.65	54630
UK	325	13.56	39695
India	237	9.86	28287
Japan	101	4.21	7946
Canada	100	4.15	11568
Singapore	83	3.46	5401
Australia	79	3.30	11422
UAE	70	2.90	10374
Germany	62	2.57	4656
Italy	51	2.11	4266
South Korea	41	1.69	3313
Saudi Arabia	39	1.62	12384
France	39	1.62	3261
Other Countries	535	22.30	56486
Grand Total	2400	100.00	253689

Chart-8 visually displays the utilization of credit cards by foreign nationals within Bangladesh in February, 2024 based on their respective countries.

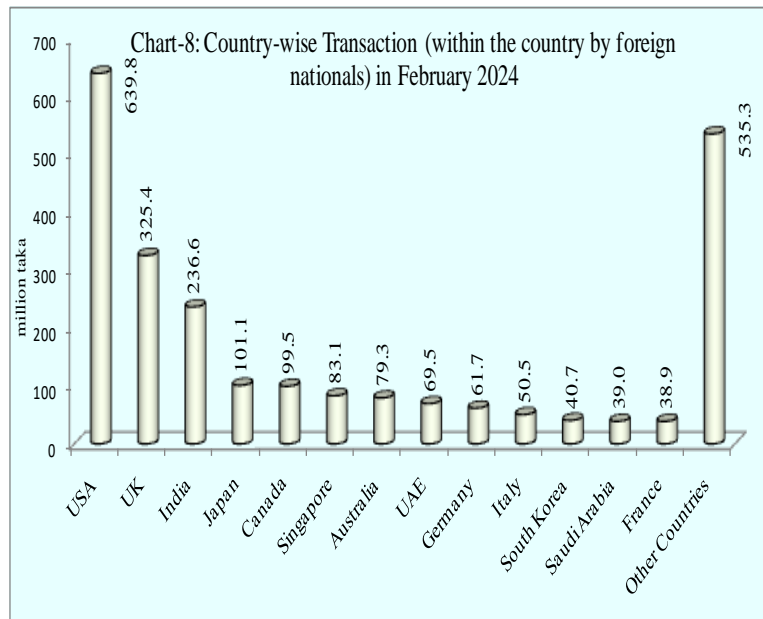


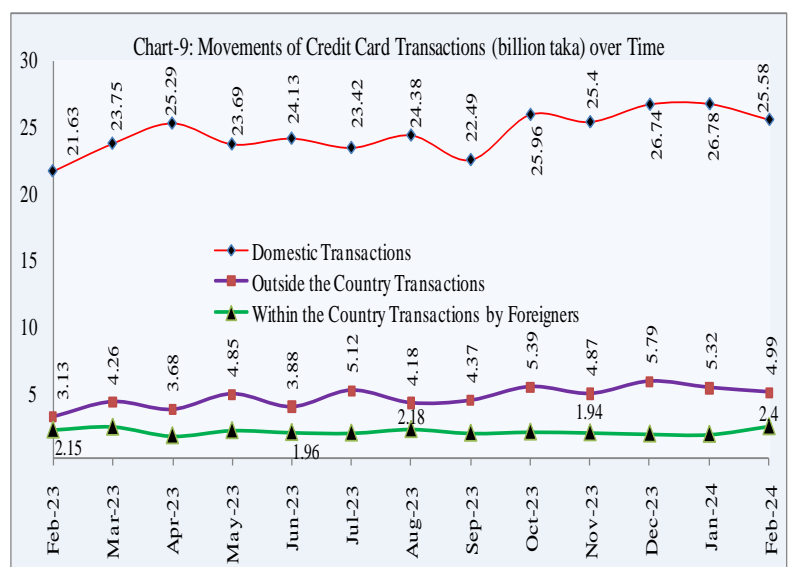
Table-9: Movements of Credit Card Transactions over Time

Table-9 shows the credit card transactions from February 2023 to February 2024 within and outside the country.

(million taka)

Month	Domestic Transactions	Outside the Country Transactions	Within the Country Transactions by Foreigners
Feb-23	21628	3129	2146
Mar-23	23747	4262	2367
Apr-23	25294	3684	1704
May-23	23690	4847	2101
Jun-23	24133	3883	1955
Jul-23	23419	5118	1914
Aug-23	24376	4179	2184
Sep-23	22493	4368	1904
Oct-23	25964	5386	1993
Nov-23	25399	4874	1938
Dec-23	26744	5793	1841
Jan-24	26784	5321	1816
Feb-24	25581	4991	2400

Chart-9 exhibits that domestic credit card transactions displays periodic fluctuations, yet overall, it indicates an increasing pattern during the period under review. Similarly, cross-border transactions follow a little bit ups and down trend. On the other hand, the credit card spending by foreign nationals within Bangladesh remains relatively flat throughout this period.



In summary, the analysis of credit card transactions reveals a decrease in total transactions within the country by 4.49% in February 2024 compared to that of previous month, amounting to Tk. 25,581 million against Tk. 26,784 million in January 2024. Concurrently, transactions made by Bangladeshi nationals outside the country showed a decrease of 6.19% dropping to Tk. 4,991 million in February 2024 from Tk. 5,321 million recorded in January 2024. On the other hand, credit card transactions within Bangladesh by foreign nationals hiked to Tk. 2,400 million in February 2024 from Tk. 1,816 million in January 2024, showing a substantial increase of 32.18%. From the above data, it can be said that in terms of amount Bangladeshi credit card holders did around 2.08 times transactions outside the country compared to that of foreign nationals did within Bangladesh in February 2024.