



An Overview of Credit Card Usage Pattern Within and Outside Bangladesh

January 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 January 2024, it is evident that domestic transactions within Bangladesh witnessed a slight increase of 0.15%, amounting to Tk. 26,784 million compared to Tk. 26,744 million in December 2023 (Table-1). On the other hand, international transactions outside the country totaled Tk. 5,321 million in January 2024 (Table-3), showcasing a considerable decrease of 8.16% from Tk. 5,793 million in December 2023. Concurrently, transactions made with credit cards issued by foreign entities but utilized within Bangladesh dropped to Tk. 1,816 million in January 2024, down from Tk. 1,841 million in December 2023, indicating a decrease of 1.35% (Table-6).

Domestic credit card usage

Credit card transactions at departmental stores saw an increase to Tk. 13,206 million in January 2024 from Tk. 13,095 million in December. Similarly, retail Outlet Services noted a minor increase in January 2024 from that of December 2023. On the other hand, Transactions related to utilities experienced a decrease, falling to Tk. 2,284 million in January 2024 from Tk. 2,441 million in December 2023. In addition, there was a reduction in cash withdrawal transactions, with Tk. 2,071 million in January 2024 and Tk. 2,188 million in December 2023. Moreover, Clothing category experienced a cutback to Tk. 1,625 million in January 2024 from Tk. 1,656 million in December 2023. But transactions within Drug and Pharmacies category increased to Tk. 1,373 million in January 2024 from Tk. 1,310 million in December 2023. Fund Transfer, Professional and Government services showed an increase and Transportation and Business services demonstrated a marginal decrease in January 2024 compared to that of preceding month.

Table-1: Category-wise Breakdowns of Credit Card Transactions (Domestic)
in December 2023 and January 2024

(million taka)

Merchant Categories	Dec-23			Jan-24		
	Amount	Percentage	No. of Transactions	Amount	Percentage	No. of Transactions
Departmental Stores	13095	48.97	1593183	13206	49.31	1625850
Retail Outlet Services	3418	12.78	911726	3505	13.08	927594
Utilities	2441	9.13	240579	2284	8.53	230390
Cash Withdrawal	2188	8.18	250768	2071	7.73	238745
Clothing	1656	6.19	352698	1625	6.07	356640
Drug and Pharmacies	1310	4.90	262996	1373	5.12	275970
Fund Transfer	850	3.18	33229	924	3.45	33194
Transportation	966	3.61	81921	910	3.40	72067
Business Services	566	2.12	93637	562	2.10	80238
Professional Services	170	0.64	16990	211	0.79	19445
Government Services	83	0.31	11741	114	0.43	15387
Grand Total	26744	100.00	3849468	26784	100.00	3875520

The analysis indicates subtle shifts in transaction percentages across various categories, with some experiencing decreases while others saw marginal increases. Notable changes include an increase in departmental store transactions, a decline 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 December 2023 and January 2024.

Chart-1 illustrates the spending pattern for different sectors within the country in January 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.

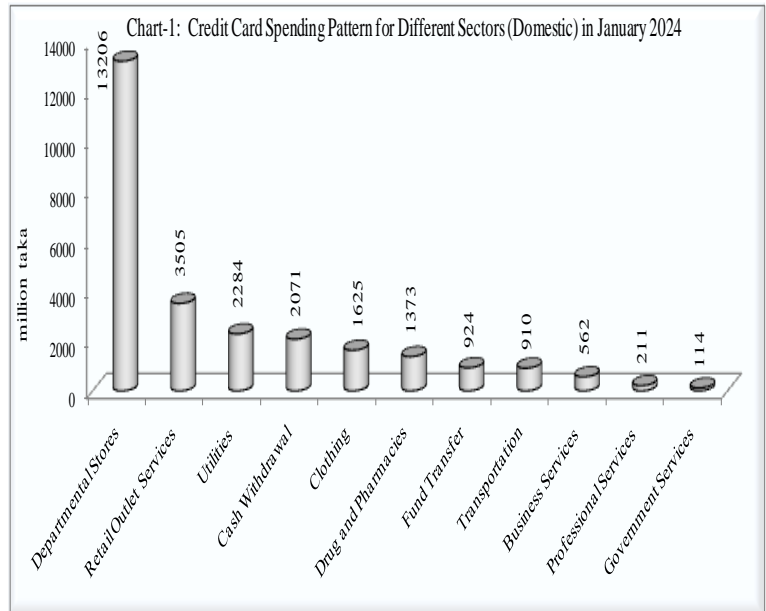


Chart-2 illustrates the clear and comparative view of the proportional expenditures of each sector based on the total credit card transactions within the country in January 2024.

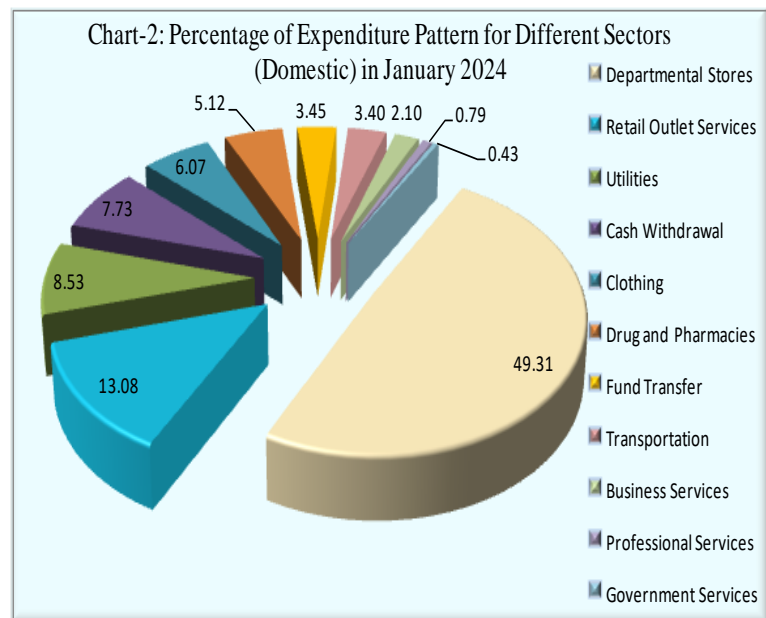


Table-2: Card Type Breakdowns of Credit Card Transactions (Domestic)
in December 2023 and January 2024

Analyzing the credit card usage pattern, it reveals that a significant majority, approximately 71.10% of the credit card transactions took place using VISA card, around 18.21% of transactions utilized Mastercard while about 10.52% of transactions were made with AMEX card. The remaining transactions occurred through other types of cards in January, 2024.

(million taka)

Card Type	Dec-23			Jan-24		
	Amount	Percentage	No. of Transactions	Amount	Percentage	No. of Transactions
VISA	18834	70.42	2730993	19044	71.10	2773052
Mastercard	4908	18.35	680176	4876	18.21	692477
AMEX	2929	10.95	425640	2817	10.52	396890
Diners	48	0.18	9728	20	0.08	9806
QcashProprietary	11	0.04	1870	14	0.05	2267
JCB	11	0.04	435	9	0.03	426
Unionpay	3	0.01	626	3	0.01	602
Grand Total	26744	100.00	3849468	26784	100.00	3875520

Outward credit card usage

The spending habits of credit cardholders engaging in cross-border transactions mirrored the domestic pattern in January 2024. These cardholders predominantly utilized their cards in abroad at Departmental Stores, accounting for approximately 27.46% of transactions. Other notable categories included Retail Outlet Services (15.81%), Drug and Pharmacies (12.33%), Cash Withdrawal (10.26%), Clothing (8.91%), Transportation (6.92%) and various other categories (18.30%).

Table-3: Category-wise Breakdowns of Credit Card Transactions (Outside the country)
in December 2023 and January 2024

(million taka)

Merchant Categories	Dec-23			Jan-24		
	Amount	Percentage	No. of Transactions	Amount	Percentage	No. of Transactions
Departmental Stores	1636	28.25	219083	1461	27.46	199290
Retail Outlet Services	907	15.66	147043	841	15.81	137428
Drug and Pharmacies	747	12.90	49974	656	12.33	43090
Cash Withdrawal	561	9.69	25971	546	10.26	25273
Clothing	498	8.59	51707	474	8.91	45655
Transportation	402	6.95	46648	368	6.92	44069
Business Services	351	6.05	72807	326	6.13	68417
Government Services	305	5.26	54114	260	4.88	52603
Professional Services	245	4.23	21507	256	4.81	23192
Utilities	140	2.42	39309	132	2.49	36546
Grand Total	5793	100.00	728163	5321	100.00	675563

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

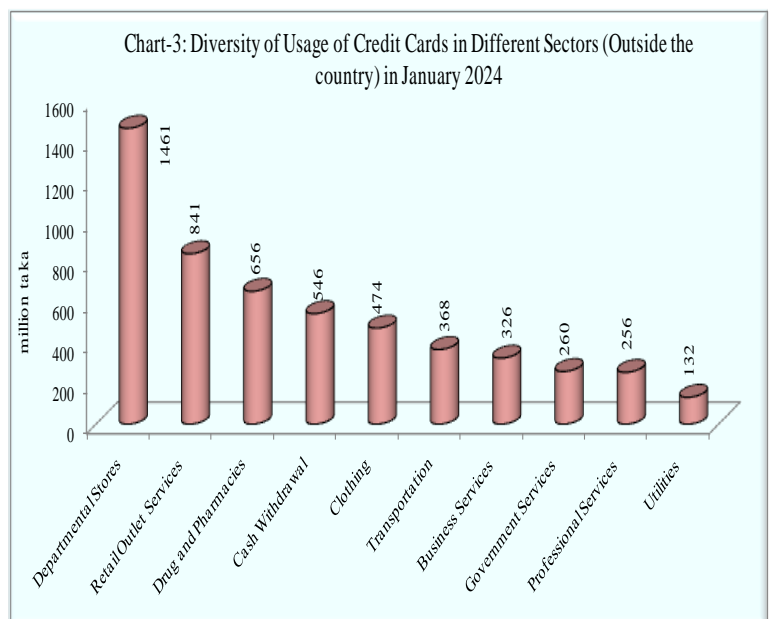


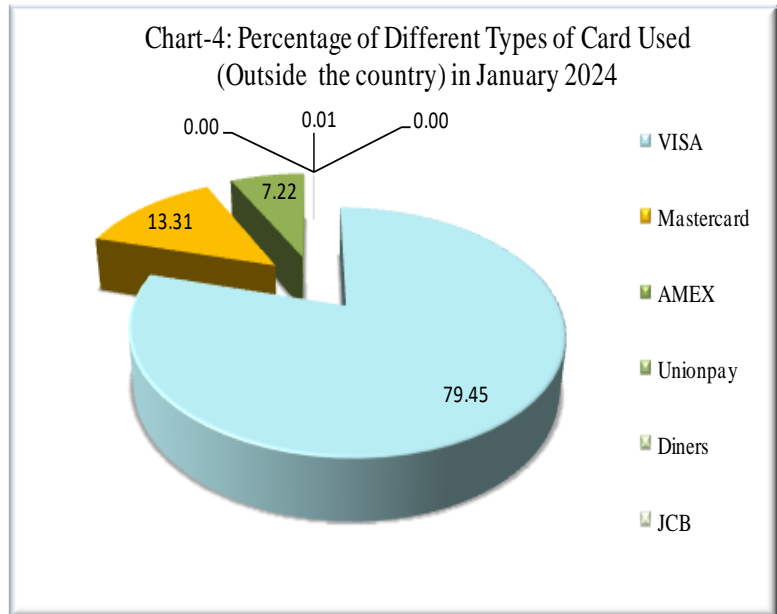
Table-4: Card Type Breakdowns of Credit Card Transactions (Outside the country) in December 2023 and January 2024

(million taka)

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

Card Type	Dec-23			Jan-24		
	Amount	Percentage	No. of Transactions	Amount	Percentage	No. of Transactions
VISA	4487	77.46	564326	4227	79.45	528698
Mastercard	805	13.90	108182	708	13.31	103458
AMEX	499	8.61	55456	384	7.22	43283
Unionpay	1	0.02	121	1	0.01	79
Diners	0.74	0.01	74	0.12	0.00	45
JCB	0.13	0.002	4	0.00	0.00	0.00
Grand Total	5793	100.00	728163	5321	100.00	675563

Chart-4 represents the distribution of various credit card types used in cross-border transactions during January 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 18.14%. The rest of the cross-border transactions were distributed across various countries: USA (13.56%), UAE (11.62%), Thailand (10.50%), Singapore (6.82%), Saudi Arabia (6.00%), UK (5.61%), Canada (5.15%), Malaysia (3.80%), Australia (2.76%), Netherlands (2.22%), Ireland (2.18%) and other countries (11.65%).

Table-5: Country-wise Breakdowns of Credit Card Transactions (Outside the country) in December 2023 and January 2024

(million taka)

Countries	Dec-23			Jan-24		
	Amount	Percentage	No. of Transactions	Amount	Percentage	No. of Transactions
India	1156	19.95	129297	965	18.14	107792
USA	732	12.63	125040	721	13.56	122352
UAE	594	10.25	35938	618	11.62	36390
Thailand	584	10.08	50708	559	10.50	48547
Singapore	401	6.91	43870	363	6.82	39992
Saudi Arabia	341	5.88	58470	319	6.00	51838
UK	320	5.53	45989	299	5.61	42649
Canada	370	6.38	41721	274	5.15	38237
Malaysia	216	3.72	29686	202	3.80	31075
Australia	152	2.62	19130	147	2.76	20345
Netherlands	129	2.23	17919	118	2.22	17980
Ireland	124	2.14	31522	116	2.18	28952
Other Countries	676	11.66	98873	620	11.65	89414
Grand Total	5793	100.00	728163	5321	100.00	675563

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

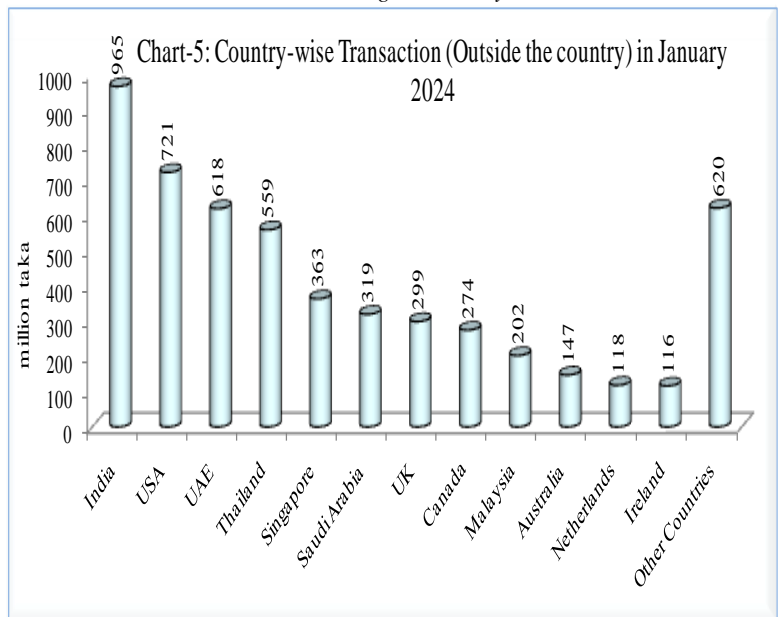
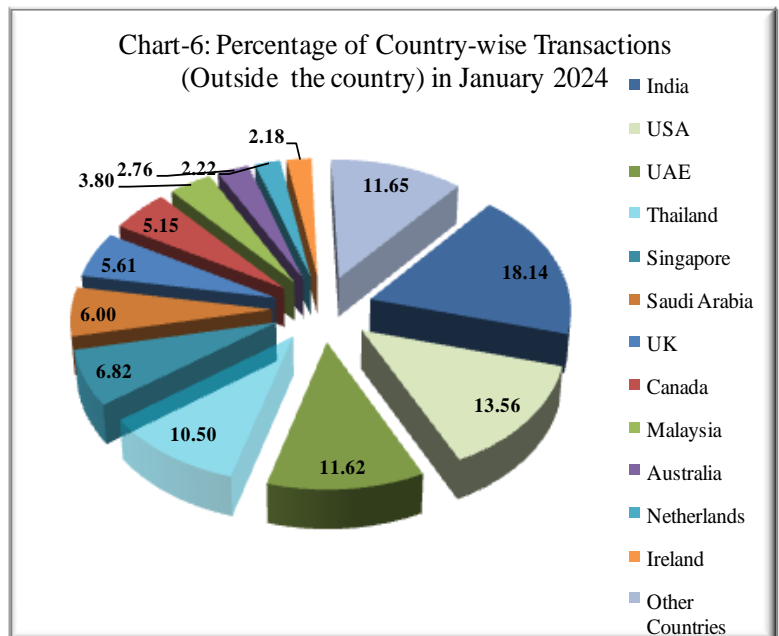


Chart-6 shows the percentage of country-wise cross-border transactions in January 2024.



Inward credit card usage

Credit card issued by other countries but used in departmental stores within Bangladesh recorded maximum amount of transactions which was roughly 32.77% of all transactions in January 2024. Additionally, cash withdrawals made up approximately 26.23%, while transactions in transportation constituted 17.55%. The remaining sectors collectively contributed around 23.44% to the total transactions.

Table-6: Category-wise Breakdowns of Credit Card Transactions (within the country by foreign nationals) in December 2023 and January 2024

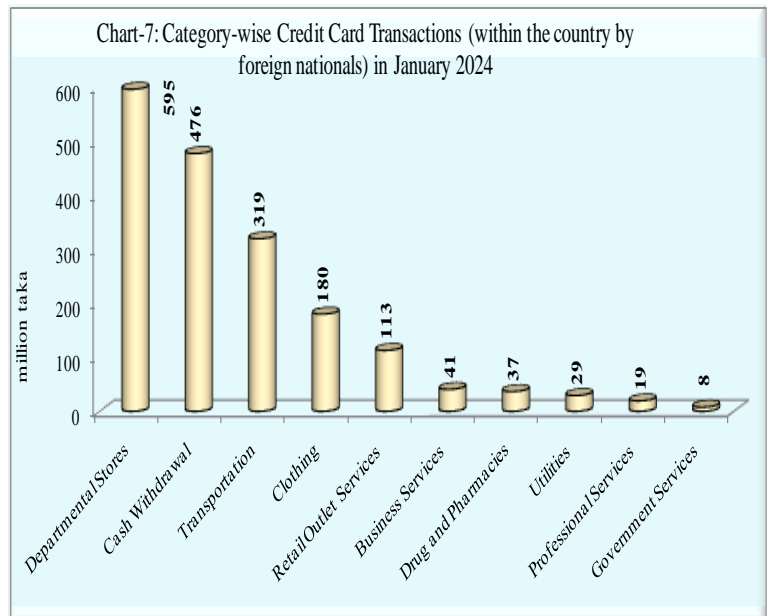
Merchant Categories	Dec-23			Jan-24		
	Amount	Percentage	No. of Transactions	Amount	Percentage	No. of Transactions
Departmental Stores	642	34.90	84105	595	32.77	85473
Cash Withdrawal	478	25.98	31869	476	26.23	30972
Transportation	297	16.15	13568	319	17.55	15441
Clothing	181	9.81	21798	180	9.89	21405
Retail Outlet Services	113	6.14	31388	113	6.20	31517
Business Services	43	2.34	5027	41	2.24	4781
Drug and Pharmacies	32	1.73	4403	37	2.02	4741
Utilities	31	1.67	31621	29	1.61	30219
Professional Services	15	0.82	1455	19	1.06	1672
Government Services	9	0.47	1196	8	0.43	1174
Grand Total	1841	100.00	226430	1816	100.00	227395

Table-7 indicates that in Bangladesh around 57.52% of the transactions were conducted using VISA cards issued by foreign entities, while approximately 41.57% of the transactions were executed using Mastercard issued by foreign entities.

Table-7: Card Type Breakdowns of Credit Card Transactions (within the country by foreign nationals) in December 2023 and January 2024

Card Type	Dec-23			Jan-24		
	Amount	Percentage	No. of Transactions	Amount	Percentage	No. of Transactions
VISA	1071	58.16	135300	1045	57.52	138140
Mastercard	749	40.66	89811	755	41.57	87997
Unionpay	11	0.57	739	10	0.54	625
AMEX	8	0.43	381	2	0.10	400
Diners	2	0.11	153	4	0.20	184
JCB	1	0.06	46	1	0.07	49
Grand Total	1841	100.00	226430	1816	100.00	227395

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



In January 2024, the majority of transactions among foreign nationals were conducted by individuals holding credit cards issued by the USA, accounting for about 26.20% of the total transactions. Other significant contributions were made by UK nationals (14.84%), individuals with cards from India (7.79%), Australia (5.45%), Canada (4.40%), Singapore (3.90%), Japan (3.04%), UAE (2.98%), China (2.58%), South Korea (2.24%), Saudi Arabia (1.99%), Italy (1.77%), Germany (1.60%) and various other countries (21.21%).

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

Countries	Transaction Amount	Percentage	No. of Transactions
USA	476	26.20	47468
UK	269	14.84	36116
India	141	7.79	21195
Australia	99	5.45	13753
Canada	80	4.40	10848
Singapore	71	3.90	5088
Japan	55	3.04	5720
UAE	54	2.98	10086
China	47	2.58	3537
South Korea	41	2.24	3829
Saudi Arabia	36	1.99	3646
Italy	32	1.77	12446
Germany	29	1.60	3028
Other Countries	385	21.21	50635
Grand Total	1816	100.00	227395

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

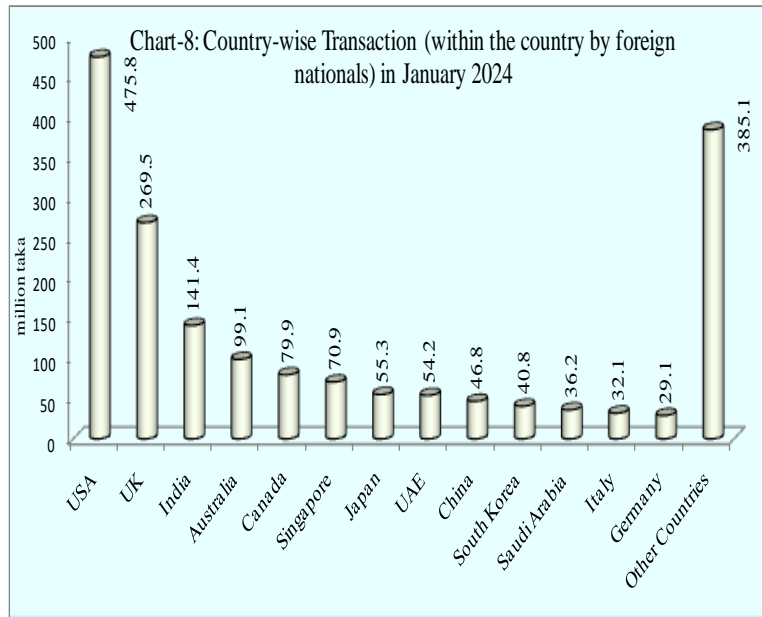


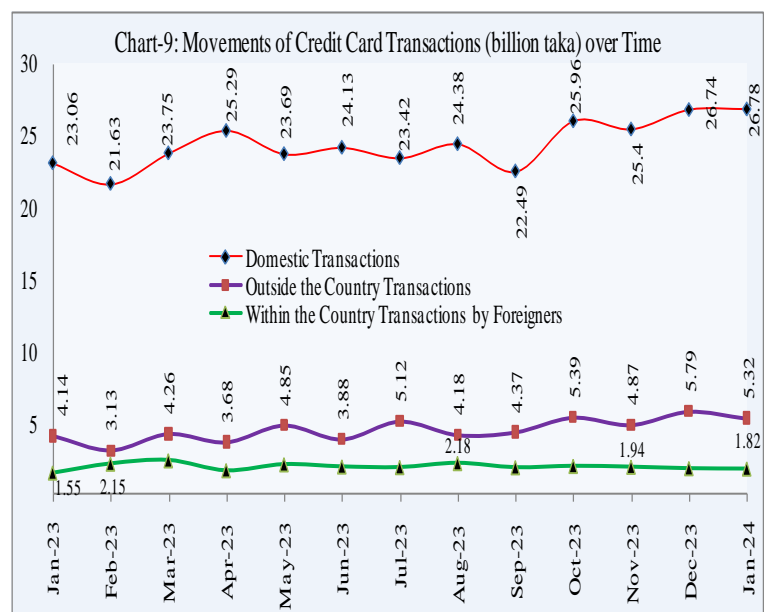
Table-9: Movements of Credit Card Transactions over Time

(million taka)

Month	Domestic Transactions	Outside the Country Transactions	Within the Country Transactions by Foreigners
Jan-23	23058	4137	1549
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

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

Chart-9 exhibits that domestic credit card transactions displays periodic fluctuations, yet overall, it indicates a consistent 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 marginal increase in total transactions within the country by 0.15% in January 2024 compared to that of previous month, amounting to Tk. 26,784 million against Tk. 26,744 million in December 2023. On the other hand, transactions made by Bangladeshi nationals outside the country showed a decrease of 8.16% dropping to Tk. 5,321 million in January 2024 from Tk. 5,793 million recorded in December 2023. Concurrently, credit card transactions within Bangladesh by foreign nationals decreased to Tk. 1,816 million in January 2024 from Tk. 1,841 million in December 2023, showing a decline of 1.35%. From the above data, it can be said that in terms of amount Bangladeshi credit card holders did around 2.93 times transactions outside the country compared to that of foreign nationals did within Bangladesh in January 2024.