



An Overview of Credit Card Users Spending Pattern Within and Outside the Country

July 2023

Comments and suggestions may be sent to:

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The use of credit cards of the commercial banks and financial institutions in Bangladesh has gone up sharply. The volume of their transactions is increasing even with a higher pace. All these transactions are facilitating to increased economic activities. With a view to preparing a database of all these transactions, this unit of Statistics Department takes an initiative to collect data from all credit card issuing banks and FIs of Bangladesh. Since all these transactions are creating huge volume of data in terms of their variety, velocity and variability, so we can consider it as Big Data.

At this moment, this unit is collecting credit card transactions data from 43 (forty three) scheduled banks and 01 (one) non-bank financial institutions who are the credit card issuers of the economy. From the collected data the spending pattern of credit card clients of Bangladesh as well as the foreigners whose credit cards are issued outside the country but transactions took place within Bangladesh is analyzed considering data of July 2023. The results of the analysis are depicted below:

Analyzing the credit card transactions within the country, it is observed that the transactions decreased by 2.96% in July, 2023 compared to that of previous month. The amount was Tk. 23419 million in July, 2023 when it was Tk. 24133 million in June, 2023 (Table-1). On the other hand, the transaction amount was 5118 million in outside the country in July, 2023 (Table-3). It is noticeable that this transaction amount recorded a significant increase of 31.81% compared to that of June, 2023. In June, 2023 the amount was Tk. 3883 million. The transactions of credit card issued by other countries used within Bangladesh decreased to Tk. 1914 million in July, 2023 when it was Tk. 1955 million in June, 2023. This transaction decreased by 2.11% (Table-6).

Analyzing the expenditure behavior of the credit cardholders it is found that the cardholders mostly used credit cards in Departmental Stores. In July 2023 about 50.11% of credit card transactions took place in Departmental Stores, when about 13.47% took place in Retail Outlet Services, 9.20% in Utilities, 7.43% in Cash Withdrawal, 5.44% in Drug and Pharmacies, 4.38% in Clothing, 3.31% in Transportation, 3.17% in Fund Transfer, 2.33% in Business Services and 1.17% in other areas.

Table-1: Category-wise Breakdowns of Credit Card Transactions (Domestic) in June 2023 and July 2023

(million taka)

Merchant Categories	Jul-23		Jun-23	
	Amount	Percentages	Amount	Percentages
Departmental Stores	11735	50.11	11202	46.42
Retail Outlet Services	3154	13.47	2673	11.07
Utilities	2155	9.20	1741	7.22
Cash Withdrawal	1740	7.43	1893	7.84
Drug and Pharmacies	1273	5.44	921	3.82
Clothing	1026	4.38	1205	4.99
Transportation	776	3.31	619	2.56
Fund Transfer	742	3.17	3254	13.48
Business Services	545	2.33	485	2.01
Professional Services	171	0.73	109	0.45
Government Services	102	0.44	31	0.13
Grand Total	23419	100.00	24133	100.00

Chart-1 illustrates the spending pattern for different sectors within the country in July, 2023. Apparently, it shows that lion's share of domestic credit card transactions took place in Departmental Stores. It is mentionable that credit cards were also used in Retail Outlet Services, Utilities, Cash Withdrawal, Drug & Pharmacies and Clothing.

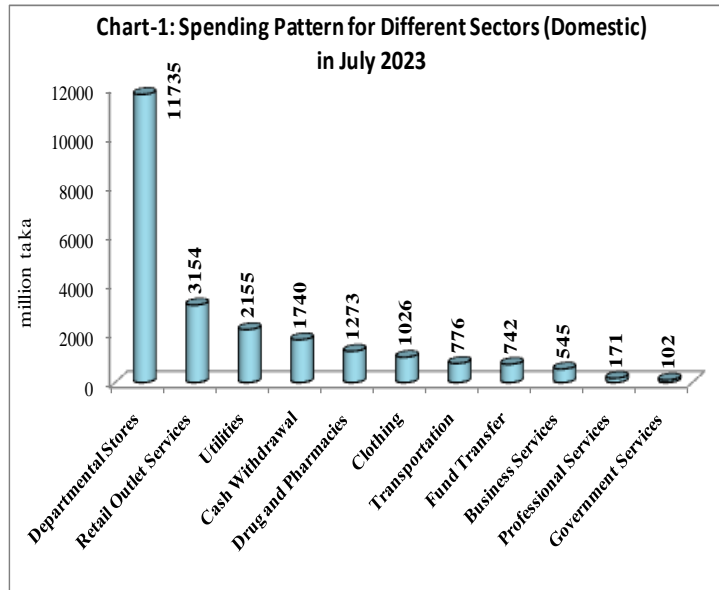


Chart-2 illustrates the percentage of expenditure pattern for different sectors within the country in July, 2023.

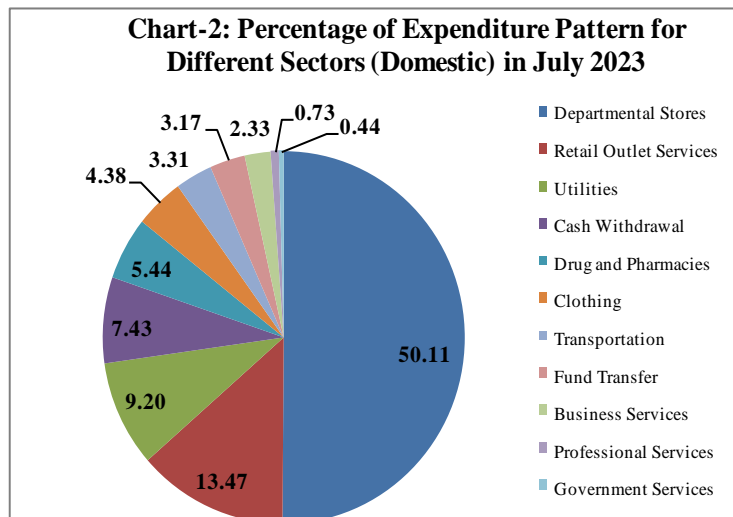


Table-2: Card Type-wise Breakdowns of Credit Card Transactions (Domestic) in June 2023 and July 2023

Analyzing the credit card spending pattern it is also found that about 73.45% of the credit card transactions took place using VISA card and about 16.20% of transactions took place using MasterCard and remaining transactions took place using other types of cards in July, 2023.

Card Type	(million taka)			
	Jul-23		Jun-23	
	Amount	Percentages	Amount	Percentages
VISA	17202	73.45	17245	71.46
MasterCard	3794	16.20	4187	17.35
AMEX	2376	10.15	2642	10.95
Diners	24	0.10	35	0.15
QcashProprietary	10	0.04	11	0.05
JCB	9	0.04	9	0.04
UnionPay	4	0.02	3	0.01
Grand Total	23419	100.00	24133	100.00

Expenditure behavior of the credit card holders of the country in cross-border transactions showed the same pattern that took place within the country. In cross-border transactions the cardholders mostly used their cards in Departmental Stores in July, 2023. About 30.82% of the transactions of outside the country took place in Departmental Stores. Other merchant categories included Retail Outlet Services (15.62%), Drug and Pharmacies (11.93%), Clothing (9.46%), Transportation (7.92%) and others (24.26%).

Table-3: Category-wise Breakdowns of Credit Card Transactions (Outside the country) in June 2023 and July 2023

Merchant Categories	(million taka)			
	Jul-23		Jun-23	
	Amount	Percentages	Amount	Percentages
Departmental Stores	1577	30.82	1086	27.98
Retail Outlet Services	800	15.62	590	15.19
Drug and Pharmacies	610	11.93	431	11.10
Clothing	484	9.46	325	8.37
Transportation	405	7.92	353	9.10
Cash Withdrawal	401	7.84	272	7.00
Business Services	320	6.24	277	7.13
Government Services	245	4.79	299	7.69
Professional Services	166	3.24	158	4.07
Utilities	110	2.15	92	2.37
Total	5118	100.00	3883	100.00

Chart-3 illustrates the diversity of usage of credit cards (outside the country) in different sectors in July, 2023.

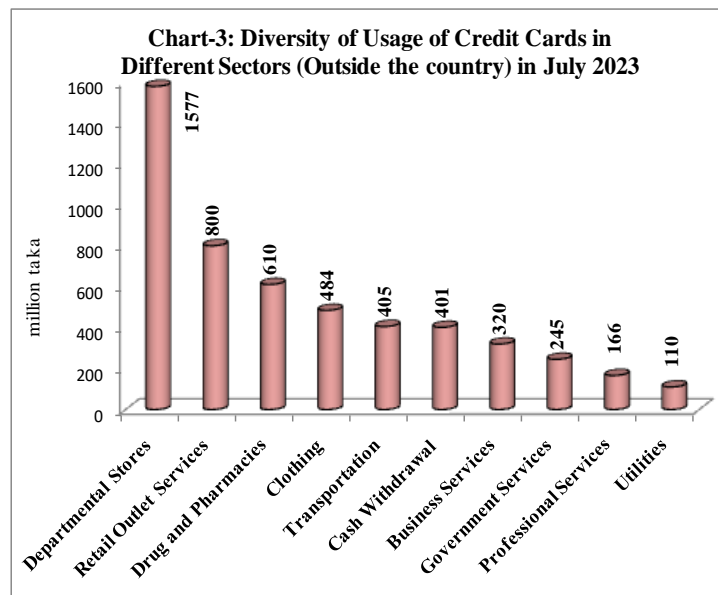
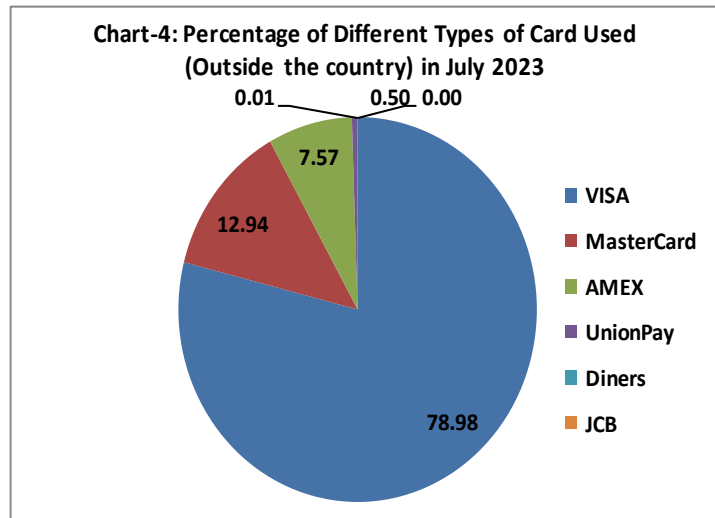


Table-4: Card Type-wise Breakdowns of Credit Card Transactions (Outside the country) in June 2023 and July 2023

Card Type	(million taka)			
	Jul-23		Jun-23	
	Amount	Percentages	Amount	Percentages
VISA	4042	78.98	3035	78.17
MasterCard	662	12.94	533	13.74
AMEX	387	7.57	313	8.07
UnionPay	25.68	0.50	0.38	0.01
Diners	0.37	0.01	0.43	0.01
JCB	0.08	0.00	0.00	0.00

Table-4 depicts that like domestic credit card transactions of the country in July 2023 VISA and MasterCard were mostly used in cross-border transactions.

Chart-4 depicts the percentage of different types of credit card used in cross-border transactions in the month of July, 2023.



Doing country-wise transaction analysis it is observed that the credit cardholders used their cards mostly in neighboring country India. About 16.92% of cross-border transactions took place in India. Remaining cross border transactions took place in USA (13.83%), Saudi Arabia (11.42%), Thailand (9.22%), Singapore (7.71%), UK (6.92%), UAE (6.11%), Canada (5.31%), Malaysia (4.48%), Netherlands (2.35%), Australia (2.33%), Ireland (1.95%) and other countries (11.44%).

Table-5: Country-wise Breakdowns of Credit Card Transactions (Outside the country) in June 2023 and July 2023

Countries	(million taka)			
	Jul-23		Jun-23	
	Amount	Percentages	Amount	Percentages
India	866	16.92	607	15.63
USA	708	13.83	561	14.44
Saudi Arabia	585	11.42	309	7.95
Thailand	472	9.22	292	7.52
Singapore	395	7.71	252	6.48
UK	354	6.92	270	6.95
UAE	313	6.11	235	6.06
Canada	272	5.31	242	6.23
Malaysia	229	4.48	193	4.96
Netherlands	120	2.35	146	3.77
Australia	119	2.33	98	2.51
Ireland	100	1.95	118	3.04
Other Countries	585	11.44	562	14.47
Total	5118	100.00	3883	100.00

Chart-5 shows the diversity of usage of credit cards in different countries in July, 2023.

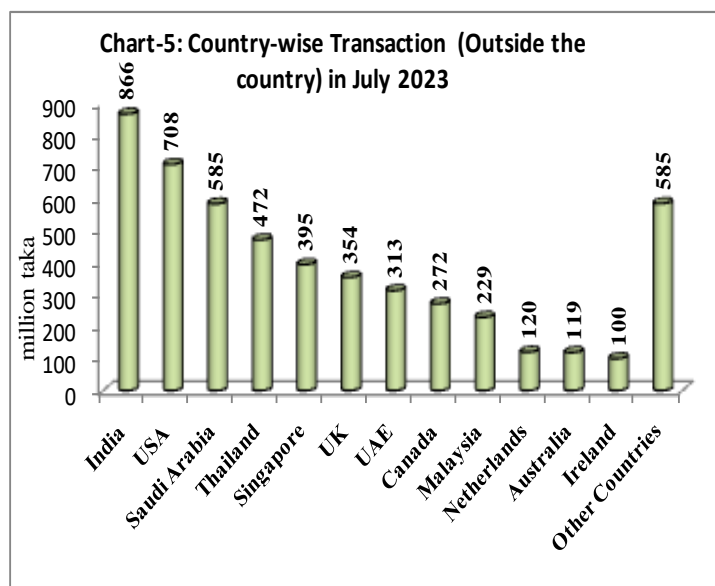


Chart-6 shows the percentage of country-wise cross-border transactions in July 2023.

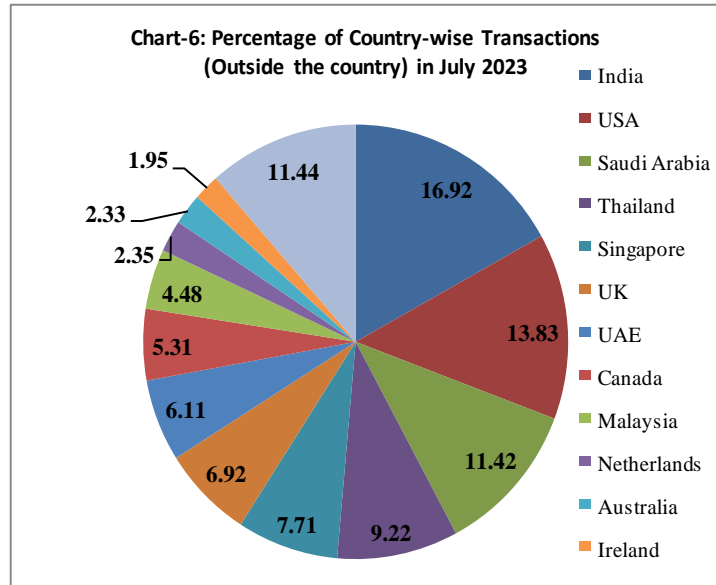


Table-6: Category-wise Breakdowns of Credit Card Transactions (within the country by foreign nationals) in June 2023 and July 2023

Credit card issued by other countries but used in the departmental stores within Bangladesh recorded maximum amount of transactions. The amount was about 36.71% of transactions in July 2023. Cash withdrawal contributed about 25.13%, Transportation contributed 17.41% and other sectors contributed 20.75%.

Merchant Categories	(million taka)			
	Jul-23		Jun-23	
	Amount	Percentages	Amount	Percentages
Departmental Stores	703	36.71	728	37.21
Cash Withdrawal	481	25.13	462	23.62
Transportation	333	17.41	389	19.90
Clothing	149	7.79	139	7.09
Retail Outlet Services	100	5.22	92	4.73
Business Services	65	3.38	58	2.96
Utilities	33	1.74	29	1.47
Professional Services	26	1.38	28	1.41
Drug and Pharmacies	17	0.88	28	1.44
Government Services	7	0.36	4	0.18
Total	1914	100.00	1955	100.00

Table-7: Card Type-wise Breakdowns of Credit Card Transactions (within the country by foreign nationals) in June 2023 and July 2023

Table-7 shows that about 61.89% and 36.96% of the transactions were carried out by VISA and MasterCard respectively which were issued by other countries.

Card Type	(million taka)			
	Jul-23		Jun-23	
	Amount	Percentages	Amount	Percentages
VISA	1185	61.89	1228	62.82
MasterCard	707	36.96	708	36.18
UnionPay	11	0.55	11	0.57
Amex	8	0.44	5	0.28
Diners	3	0.13	3	0.13
JCB	0.49	0.03	0.31	0.02
Total	1914	100.00	1955	100.00

Chart-7 illustrates the diversity of usage of credit cards (within the country by foreign nationals) in different sectors in July, 2023.

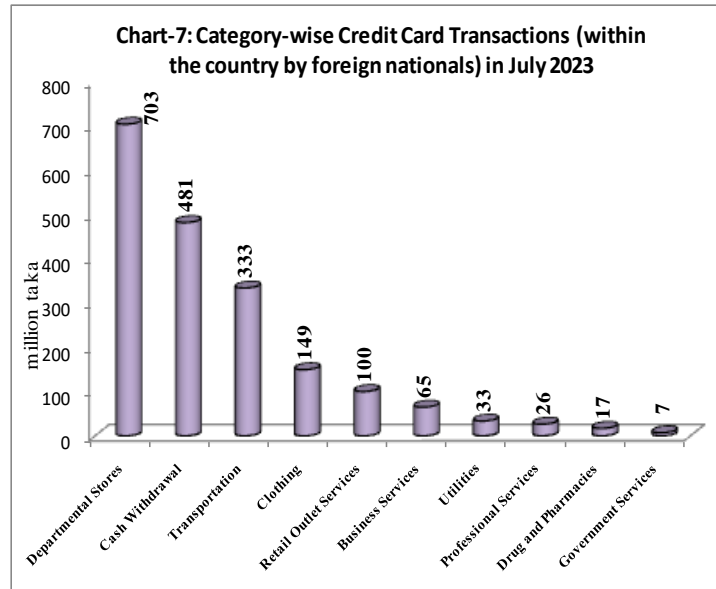
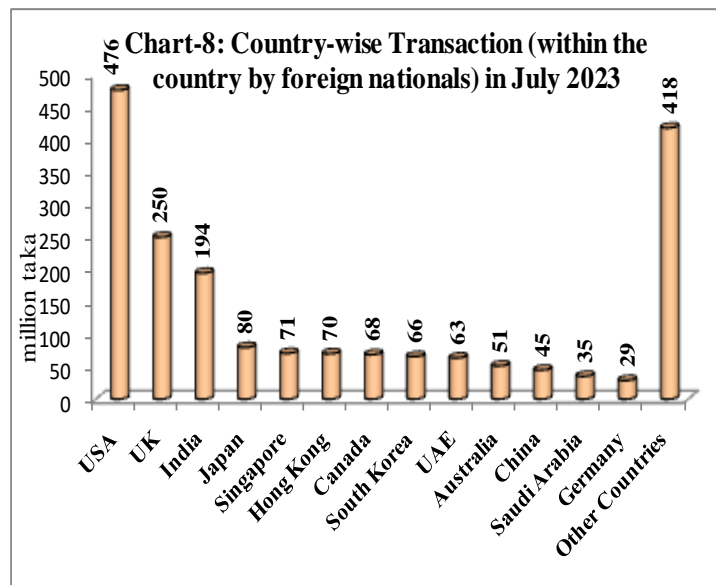


Table-8: Country-wise Breakdown of Credit Card Transactions (within the country by foreign nationals) in July 2023

In July 2023, among all the foreign nationals maximum amount of transactions were carried out by USA nationals. About 24.87% of the transactions took place using credit card issued by USA. Remaining transactions using cards issued by other countries included UK (13.04%), India (10.14%), Japan (4.15%), Singapore (3.68%), Hong Kong (3.65%), Canada (3.57%), South Korea (3.42%), UAE (3.31%), Australia (2.68%), China (2.33%), Saudi Arabia (1.83%), Germany (1.49%) and other countries (21.83%).

Countries	Transaction Amount	Percentages
USA	476	24.87
UK	250	13.04
India	194	10.14
Japan	80	4.15
Singapore	71	3.68
Hong Kong	70	3.65
Canada	68	3.57
South Korea	66	3.42
UAE	63	3.31
Australia	51	2.68
China	45	2.33
Saudi Arabia	35	1.83
Germany	29	1.49
Other Countries	418	21.83
Total	1914	100.00

Chart-8 shows the country-wise credit card usage of foreign nationals within Bangladesh in July, 2023.



In conclusion, it is observed that within the country total credit card transactions decreased by 2.96% in July, 2023 compared to that of previous month. The amount was Tk. 23419 million in July, 2023 when it was Tk. 24133 million in June, 2023. Similarly, the transactions of credit card used within Bangladesh by foreign nationals decreased to Tk. 1914 million in July, 2023 when it was Tk. 1955 million in June, 2023. This transaction decreased by 2.11% compared to that of June, 2023. On the other hand, the credit card transactions by Bangladeshi nationals in outside the country was 5118 million in July, 2023 which was Tk. 3883 million in June, 2023 and it is noticeable that this transaction amount recorded a significant increase of 31.81% compared to that of June, 2023. From the above data, it can be said that in terms of amount Bangladeshi credit card holders did around 2.67 times transactions in outside the country than the foreign credit card holders did within Bangladesh in July, 2023.