

Consumer Credit in Egypt

Market Direction | 2022-10-21 | 14 pages | Euromonitor

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Report description:

One of the biggest developments in consumer credit in Egypt during 2022 was the collaboration between local buy now, pay later player ValU and global e-commerce giant Amazon. July 2022 saw Amazon announce to its local customers that they would be able to select the buy now, pay later payment method when making payment on the Amazon.eg online store and choose their instalment plan of choice. Options for repayment periods range from six to 60 months, with no need for any down payments. ValU is a s...

Euromonitor International's Consumer Credit in Egypt report establishes the size and structure of the market for ATMs cards, smart cards, credit cards, debit cards, charge cards, pre-paid cards and store cards. It looks at key players in the market (issuers and operators), number of cards in circulation, numbers transactions and value of transactions. It offers strategic analysis of sector forecasts and trends to watch.

Product coverage: Auto Lending, Card Lending, Durables Lending, Education Lending, Home Lending, Other Personal Lending.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Credit market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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CONSUMER CREDIT IN EGYPT

KEY DATA FINDINGS

2022 DEVELOPMENTS

Amazon Egypt announces partnership with local BNPL leader ValU

Local fintech player Hollydesk introduces more BNPL options for SMEs

Banque Misr continues to lead the way by offering the most accessible personal loans

PROSPECTS AND OPPORTUNITIES

Strong growth slated for consumer credit despite high competition in the market

Lifestyle financing company Ollin poised to grow after launching in Egypt

Housing & Development Bank on its way to becoming a leading consumer lender

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Consumer lending has a growth spurt as trends move in the right direction

Non-bank consumer lending companies gain further ground

A stronger focus on consumer microfinance is seen during 2022

Spreading banking culture and raising awareness remain headline goals for industry players

Acceleration in the rise of BNPL and account-to-account payments set to spur growth

MARKET DATA

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SOURCES

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