

Charge Cards in Saudi Arabia

Market Direction | 2022-12-02 | 27 pages | Euromonitor

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Report description:

Charge cards continue to be a niche category in Saudi Arabia, facing all-time strong competition from debit and credit cards. As per the current trend, since most consumers are switching away from cash, there are quite a limited number of charge cards in circulation, with smaller value and volume transactions compared to debit and credit cards. The event of the COVID-19 pandemic did not even help to make charge cards more popular, as most of the services and facilities that charge cards had been...

Euromonitor International's Charge Card Transactions in Saudi Arabia 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: Commercial Charge Card Transactions, Personal Charge Card Transactions.

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

Why buy this report?

- * Get a detailed picture of the Charge Card Transactions 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.

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CHARGE CARDS IN SAUDI ARABIA

KEY DATA FINDINGS

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Charge cards continue to be a niche category in Saudi Arabia

Charge cards transactions value trends inversely proportional to volume as consumers cut back on high value purchases

American Express continues to be the sole player in charge cards

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Flexibility and adjustments needed amid evolving consumer demands

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