

Debit Cards in Egypt

Market Direction | 2022-12-01 | 21 pages | Euromonitor

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Report description:

2022 saw debit cards continued to register positive growth in Egypt, with transactions value and volume rising substantially and strong increases seen in the number of cards in circulation. The high popularity of debit cards reflects the ongoing success of widespread efforts for Egyptian society to become less dependent on cash and expand the scope of financial cards usage. Central to the success of these efforts has been the ongoing exemption that the Central Bank of Egypt (CBE) has granted to...

Euromonitor International's Debit Card Transactions 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: Commercial Debit Card Transactions, Personal Debit 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 Debit 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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Euromonitor International
December 2022

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DEBIT CARDS IN EGYPT

KEY DATA FINDINGS

2022 DEVELOPMENTS

Debit cards continues to grow, underlining its status as the leading financial cards category

Government efforts to further increase debit card transactions value

Sustainability becoming a more important aspect of Egypt's financial cards scene

PROSPECTS AND OPPORTUNITIES

Rising financial inclusion likely to result in positive growth in debit cards

CIB's position atop Forbes list of top companies in Egypt bodes well for the future

AAIB launches a Visa rewards debit card, presenting opportunities for the future

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Recent developments in fintech point towards the future of digital payments

Egypt poised to introduce a new wireless digital payments system

MasterCard remains the leading issuer, well ahead of arch-rival Visa

Full digital transformation is set to continue to define the industry's development

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