

Debit Cards in Morocco

Market Direction | 2022-12-01 | 20 pages | Euromonitor

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Report description:

Debit card remains the most widely used financial card in Morocco in 2022. During the early stages of the pandemic in 2020, the government warned Moroccans of the health risks associated with handling notes and coins. Paying in cash was discouraged due to the risk of contagion. While cash has long been the leading form of payment for both small and large transactions in Morocco, local consumers have been quick to adapt to new payment methods, such as debit cards - including contactless payments.

Euromonitor International's Debit Card Transactions in Morocco 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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Debit cards remain the most widely used financials cards

Reopening of economy supports growth in number of bank accounts and financial cards

Centre Monétique Interbancaire encourages retailers to install card payment terminals

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