

Pre-Paid Cards in Egypt

Market Direction | 2022-12-01 | 24 pages | Euromonitor

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Report description:

During 2022, the Egyptian government executed its plans to launch a closed loop pre-paid card that would act as a universal electronic ticket for all of the public transport networks across the country. This ambitious large-scale initiative further supported growth in the use of pre-paid cards during the year and, moreover, it is expected to underpin rapid growth in the category during the forecast period. Further supporting growth in pre-paid cards is the dramatic expansion has been seen in off...

Euromonitor International's Pre-Paid 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: Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid 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 Pre-Paid 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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2022 DEVELOPMENTS

Government initiatives boost demand for closed loop pre-paid cards

MasterCard remains the dominant operator in pre-paid cards in Egypt

Innovative solutions remain a major trend in pre-paid cards

PROSPECTS AND OPPORTUNITIES

Tapping into the unbanked population set to remain crucial for category growth

Emerging fintech players to increasingly offer pioneering digital pre-paid solutions

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EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture

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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