

Pre-Paid Cards in Morocco

Market Direction | 2022-12-01 | 22 pages | Euromonitor

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Report description:

There are no open-loop pre-paid cards in Morocco, and the number of closed-loop pre-paid cards (and the value of transactions made using them) was in decline even before the onset of the pandemic. The increased use of debit cards was the main driver of this fall. In the past, much of the use of pre-paid cards among the Moroccan population has been accounted for by international transactions. Pre-paid cards can be used to pay for cross-border purchases up to a value of MAD10,000 per year, while t...

Euromonitor International's Pre-Paid 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: 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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Reduced international travel weighs heavily on demand for pre-paid cards

Lack of innovation leaves pre-paid cards lumbered with an old-fashioned image

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