

Charge Cards in Egypt

Market Direction | 2022-12-01 | 26 pages | Euromonitor

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Report description:

Charge cards remain unpopular in Egypt, with the category remaining far smaller than either debit cards or credit cards, both in terms of transactions value and volume and the numbers of cards in circulation. Moreover, 2022 saw further declines in the numbers of charge cards in circulation and transactions value and volume in the category. This structural decline represents a long-term trend that was in effect long before the advent of the COVID-19 pandemic and the post-pandemic economic slump.

Euromonitor International's Charge 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 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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