

Charge Cards in Morocco

Market Direction | 2022-12-01 | 27 pages | Euromonitor

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Report description:

Charge cards are still used in Morocco, mainly by people who are interested in performing cross-border online transactions, such as booking flights and hotel rooms in other countries. For most local consumers, the main benefits of charge cards are the range of services they offer to international travellers. This has made them relatively popular among affluent Moroccans who travel abroad regularly, either for business or leisure purposes.

Euromonitor International's Charge 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 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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CHARGE CARDS IN MOROCCO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Charge cards largely confined to affluent consumers who travel abroad regularly
Loophole in capital controls makes charge cards attractive to affluent consumers
Rolling credit and the absence of interest payments make charge cards appealing

PROSPECTS AND OPPORTUNITIES

Return of outbound international travel will boost charge card use
Most local consumers will continue to prefer debit cards to charge cards
Compatibility of charge cards with Islamic finance principles will remain a key selling point

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