

Credit Cards in Egypt

Market Direction | 2022-12-01 | 28 pages | Euromonitor

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Report description:

Recent years have seen a major initiative towards reducing the risk of credit card fraud in Egypt and these efforts continued during 2022. For instance, ADCB Egypt and in SAS, a leading analytics player, announced a partnership for the implementation of Egypt's first artificial intelligence-powered fraud detection solution. This new system aims to enhance the bank's real time fraud prevention capabilities. The project which was deployed in record time and this exemplifies both entities' commitme...

Euromonitor International's Credit 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 Credit Card Transactions, Personal Credit 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 Credit 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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CREDIT CARDS IN EGYPT

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Focus on fraud detection and prevention a major trend in credit cards

Increasing offer of innovative solutions boosts interest in commercial credit cards

Consumers continue to rely on credit cards as credit lines in the post-pandemic era

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Cashback and rewards programmes set to largely define credit cards

Inclusion of Meeza features in many credit cards points to further growth

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MasterCard remains the leading issuer, well ahead of arch-rival Visa

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