

## **Credit Cards in Turkey**

Market Direction | 2022-12-01 | 29 pages | Euromonitor

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### **Report description:**

Credit cards are expected to register significant increases in both transaction value and number of cards in circulation in 2022. However, the reason underlying the growth is worrying. Turkey has one of the highest inflation rates in the world in 2022, with fears it could even reach triple-digits and unlike most other countries, this soaring inflation had already been triggered prior to the energy crisis arising from the war in Ukraine. The lira's dramatic devaluation has led to the soaring infl...

Euromonitor International's Credit Card Transactions in Turkey 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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## Table of Contents:

Credit Cards in Turkey  
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January 2023

### List Of Contents And Tables

#### CREDIT CARDS IN TURKEY

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Huge growth in credit cards as consumers use credit to help cope with soaring inflation

Commercial credit cards grow faster than personal credit cards in 2022

Digital only cards become mainstream

##### PROSPECTS AND OPPORTUNITIES

Credit cards register healthy constant transaction value growth, though underlying factors driving growth are worrying

Alternative payment methods to support credit card growth

Fintechs drive growth in serving underserved

##### CATEGORY DATA

Table 1 Credit Cards: Number of Cards in Circulation 2017-2022

Table 2 Credit Cards Transactions 2017-2022

Table 3 Credit Cards in Circulation: % Growth 2017-2022

Table 4 Credit Cards Transactions: % Growth 2017-2022

Table 5 Commercial Credit Cards: Number of Cards in Circulation 2017-2022

Table 6 Commercial Credit Cards Transactions 2017-2022

Table 7 Commercial Credit Cards in Circulation: % Growth 2017-2022

Table 8 Commercial Credit Cards Transactions: % Growth 2017-2022

Table 9 Personal Credit Cards: Number of Cards in Circulation 2017-2022

Table 10 Personal Credit Cards Transactions 2017-2022

Table 11 Personal Credit Cards in Circulation: % Growth 2017-2022

Table 12 Personal Credit Cards Transactions: % Growth 2017-2022

Table 13 Credit Cards: Number of Cards by Issuer 2017-2021

Table 14 Credit Cards: Number of Cards by Operator 2017-2021

Table 15 Credit Cards Payment Transaction Value by Issuer 2017-2021

Table 16 Credit Cards Payment Transaction Value by Operator 2017-2021

Table 17 Commercial Credit Cards: Number of Cards by Issuer 2017-2021

Table 18 Commercial Credit Cards: Number of Cards by Operator 2017-2021

Table 19 Commercial Credit Cards Payment Transaction Value by Issuer 2017-2021

Table 20 Commercial Credit Cards Payment Transaction Value by Operator 2017-2021

Table 21 Personal Credit Cards: Number of Cards by Issuer 2017-2021

Table 22 Personal Credit Cards: Number of Cards by Operator 2017-2021

Table 23 Personal Credit Cards Payment Transaction Value by Issuer 2017-2021

Table 24 Personal Credit Cards Payment Transaction Value by Operator 2017-2021

Table 25 Forecast Credit Cards: Number of Cards in Circulation 2022-2027

Table 26 Forecast Credit Cards Transactions 2022-2027

Table 27 Forecast Credit Cards in Circulation: % Growth 2022-2027

Table 28 Forecast Credit Cards Transactions: % Growth 2022-2027

Table 29 Forecast Commercial Credit Cards: Number of Cards in Circulation 2022-2027

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Table 30	Forecast Commercial Credit Cards Transactions 2022-2027
Table 31	Forecast Commercial Credit Cards in Circulation: % Growth 2022-2027
Table 32	Forecast Commercial Credit Cards Transactions: % Growth 2022-2027
Table 33	Forecast Personal Credit Cards: Number of Cards in Circulation 2022-2027
Table 34	Forecast Personal Credit Cards Transactions 2022-2027
Table 35	Forecast Personal Credit Cards in Circulation: % Growth 2022-2027
Table 36	Forecast Personal Credit Cards Transactions: % Growth 2022-2027
FINANCIAL CARDS AND PAYMENTS IN TURKEY	
EXECUTIVE SUMMARY	
Financial cards and payments in 2022: The big picture	
Fintechs driving growth in the online banking space	
Growth in QR technology	
Competitive landscape	
What next for financial cards and payments?	
MARKET INDICATORS	
Table 37	Number of POS Terminals: Units 2017-2022
Table 38	Number of ATMs: Units 2017-2022
Table 39	Value Lost to Fraud 2017-2022
Table 40	Card Expenditure by Location 2022
Table 41	Financial Cards in Circulation by Type: % Number of Cards 2017-2022
Table 42	Domestic versus Foreign Spend 2022
MARKET DATA	
Table 43	Financial Cards by Category: Number of Cards in Circulation 2017-2022
Table 44	Financial Cards by Category: Number of Accounts 2017-2022
Table 45	Financial Cards Transactions by Category: Value 2017-2022
Table 46	Financial Cards by Category: Number of Transactions 2017-2022
Table 47	Commercial Payments by Category: Value 2017-2022
Table 48	Commercial Payments by Category: Number of Transactions 2017-2022
Table 49	Personal Payments by Category: Value 2017-2022
Table 50	Personal Payments by Category: Number of Transactions 2017-2022
Table 51	M-Commerce by Category: Value 2017-2022
Table 52	M-Commerce by Category: % Value Growth 2017-2022
Table 53	Financial Cards: Number of Cards by Issuer 2017-2021
Table 54	Financial Cards: Number of Cards by Operator 2017-2021
Table 55	Financial Cards: Card Payment Transactions Value by Operator 2017-2021
Table 56	Financial Cards: Card Payment Transactions Value by Issuer 2017-2021
Table 57	Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027
Table 58	Forecast Financial Cards by Category: Number of Accounts 2022-2027
Table 59	Forecast Financial Cards Transactions by Category: Value 2022-2027
Table 60	Forecast Financial Cards by Category: Number of Transactions 2022-2027
Table 61	Forecast Commercial Payments by Category: Value 2022-2027
Table 62	Forecast Commercial Payments by Category: Number of Transactions 2022-2027
Table 63	Forecast Personal Payments by Category: Value 2022-2027
Table 64	Forecast Personal Payments by Category: Number of Transactions 2022-2027
Table 65	Forecast M-Commerce by Category: Value 2022-2027
Table 66	Forecast M-Commerce by Category: % Value Growth 2022-2027
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## SOURCES

### Summary 1 Research Sources

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