

Debit Cards in South Africa

Market Direction | 2022-11-30 | 23 pages | Euromonitor

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Report description:

Following a year of economic turmoil owing to the lingering impact of the pandemic in 2021, debit card transactions in both volume and value terms are starting to experience a recovery in 2022. Furthermore, following a decline in 2021, as consumers' incomes were under pressure and downtrading ensued, average spend per debit cards is showing a rebound, supported by rising inflation. The latter has surged on a global level, due to the war in Ukraine, which is resulting in fuel and food shortages w...

Euromonitor International's Debit Card Transactions in South Africa 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 Debit Card Transactions, Personal Debit 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 Debit 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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Improving performance for debit cards in line with economic recovery and influx of new entrants

Consumers continue to adopt alternative forms of payment, boosted by pandemic

Capitec gains share, as it focuses strategy on digitalisation

PROSPECTS AND OPPORTUNITIES

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Digital banks, modern technology and innovative strategies expected to continue to disrupt banking landscape

Competition to intensify among debit card operators, as SARB proposes a domestic card scheme

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Demand for contactless payment solutions continues to rise, accelerated by pandemic

Rapid Payments Programme expected to launch in 2023

Competition intensifies, as digital banks continue to expand customer base, while strategic partnerships remain key

Financial cards and payments set to be driven by digitalisation and the decline of cash transactions, while load shedding is set to constrain retail sales

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