

Debit Cards in Turkey

Market Direction | 2022-12-01 | 22 pages | Euromonitor

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Report description:

Debit cards is expected to continue to see healthy growth, both in terms of cards in circulation and transaction values. There is still considerable potential for growth for debit cards as Turkey still has a sizeable unbanked population and debit cards are one of the first banking products that underserved banking customers can access, as it is low risk.

Euromonitor International's Debit 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 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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Debit cards registers significant growth in 2022 as consumers move from unbanked to banked

Preferred use still at ATM

Publicly-owned banks leverage local workforce to remain in pole position

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