

Debit Cards in Turkey

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

List Of Contents And Tables

DEBIT CARDS IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Debit cards register moderate constant transaction value growth

Growth in contactless cards increases debit card use

Turkey hotbed for emerging technologies

CATEGORY DATA

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

Table 2 Debit Cards Transactions 2017-2022

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

Table 4 Debit Cards Transactions: % Growth 2017-2022

Table 5 Debit Cards: Number of Cards by Issuer 2017-2021

Table 6 Debit Cards: Number of Cards by Operator 2017-2021

Table 7 Debit Cards Payment Transaction Value by Issuer 2017-2021

Table 8 Debit Cards Payment Transaction Value by Operator 2017-2021

Table 9 Forecast Debit Cards: Number of Cards in Circulation 2022-2027

Table 10 □Forecast Debit Cards Transactions 2022-2027

Table 11 □Forecast Debit Cards in Circulation: % Growth 2022-2027

Table 12 □Forecast Debit 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 13 Number of POS Terminals: Units 2017-2022

Table 14 Number of ATMs: Units 2017-2022

Table 15 Value Lost to Fraud 2017-2022

Table 16 Card Expenditure by Location 2022

Table 17 Financial Cards in Circulation by Type: % Number of Cards 2017-2022

Table 18 Domestic versus Foreign Spend 2022

MARKET DATA

Table 19 Financial Cards by Category: Number of Cards in Circulation 2017-2022

Table 20 Financial Cards by Category: Number of Accounts 2017-2022

Table 21 Financial Cards Transactions by Category: Value 2017-2022

Table 22 □Financial Cards by Category: Number of Transactions 2017-2022
Table 23 □Commercial Payments by Category: Value 2017-2022
Table 24 □Commercial Payments by Category: Number of Transactions 2017-2022
Table 25 □Personal Payments by Category: Value 2017-2022
Table 26 □Personal Payments by Category: Number of Transactions 2017-2022
Table 27 □M-Commerce by Category: Value 2017-2022
Table 28 □M-Commerce by Category: % Value Growth 2017-2022
Table 29 □Financial Cards: Number of Cards by Issuer 2017-2021
Table 30 □Financial Cards: Number of Cards by Operator 2017-2021
Table 31 □Financial Cards: Card Payment Transactions Value by Operator 2017-2021
Table 32 □Financial Cards: Card Payment Transactions Value by Issuer 2017-2021
Table 33 □Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027
Table 34 □Forecast Financial Cards by Category: Number of Accounts 2022-2027
Table 35 □Forecast Financial Cards Transactions by Category: Value 2022-2027
Table 36 □Forecast Financial Cards by Category: Number of Transactions 2022-2027
Table 37 □Forecast Commercial Payments by Category: Value 2022-2027
Table 38 □Forecast Commercial Payments by Category: Number of Transactions 2022-2027
Table 39 □Forecast Personal Payments by Category: Value 2022-2027
Table 40 □Forecast Personal Payments by Category: Number of Transactions 2022-2027
Table 41 □Forecast M-Commerce by Category: Value 2022-2027
Table 42 □Forecast M-Commerce by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Debit Cards in Turkey

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-26
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com