

Financial Cards and Payments in Egypt

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Report description:

Despite recent developments in digital payments in Egypt, Egyptian society remains reliant on cash for the time being. Even though card payments already has relatively high penetration and has seen robust growth in recent years, cash payments remain dominant and growing in value. The main reason for this situation is that the majority of people living in Egypt remain unbanked and this presents challenges to card issuers and operators as they attempt to grow their operations and develop the digit...

Euromonitor International's Financial Cards and Payments 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: Financial Cards in Circulation, M-Commerce, 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 Financial Cards and Payments 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:

Financial Cards and Payments in Egypt

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List Of Contents And Tables

FINANCIAL CARDS AND PAYMENTS IN EGYPT

EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture

Recent developments in fintech point towards the future of digital payments

Egypt poised to introduce a new wireless digital payments system

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

Full digital transformation is set to continue to define the industry's development

MARKET INDICATORS

Table 1 Number of POS Terminals: Units 2017-2022

Table 2 Number of ATMs: Units 2017-2022

Table 3 Value Lost to Fraud 2017-2022

Table 4 Card Expenditure by Location 2022

Table 5 Financial Cards in Circulation by Type: % Number of Cards 2017-2022

Table 6 Domestic versus Foreign Spend 2022

MARKET DATA

Table 7 Financial Cards by Category: Number of Cards in Circulation 2017-2022

Table 8 Financial Cards by Category: Number of Accounts 2017-2022

Table 9 Financial Cards Transactions by Category: Value 2017-2022

Table 10 Financial Cards by Category: Number of Transactions 2017-2022

Table 11 Commercial Payments by Category: Value 2017-2022

Table 12 Commercial Payments by Category: Number of Transactions 2017-2022

Table 13 Personal Payments by Category: Value 2017-2022

Table 14 Personal Payments by Category: Number of Transactions 2017-2022

Table 15 M-Commerce by Category: Value 2017-2022

Table 16 M-Commerce by Category: % Value Growth 2017-2022

Table 17 Financial Cards: Number of Cards by Issuer 2017-2021

Table 18 Financial Cards: Number of Cards by Operator 2017-2021

Table 19 Financial Cards: Card Payment Transactions Value by Operator 2017-2021

Table 20 Financial Cards: Card Payment Transactions Value by Issuer 2017-2021

Table 21 Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027

Table 22 Forecast Financial Cards by Category: Number of Accounts 2022-2027

Table 23 Forecast Financial Cards Transactions by Category: Value 2022-2027

Table 24 Forecast Financial Cards by Category: Number of Transactions 2022-2027

Table 25 Forecast Commercial Payments by Category: Value 2022-2027

Table 26 Forecast Commercial Payments by Category: Number of Transactions 2022-2027

Table 27 Forecast Personal Payments by Category: Value 2022-2027

Table 28 Forecast Personal Payments by Category: Number of Transactions 2022-2027

Table 29 Forecast M-Commerce by Category: Value 2022-2027

Table 30 Forecast M-Commerce by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

DEBIT CARDS IN EGYPT

KEY DATA FINDINGS

2022 DEVELOPMENTS

Debit cards continues to grow, underlining its status as the leading financial cards category

Government efforts to further increase debit card transactions value

Sustainability becoming a more important aspect of Egypt's financial cards scene

PROSPECTS AND OPPORTUNITIES

Rising financial inclusion likely to result in positive growth in debit cards

CIB's position atop Forbes list of top companies in Egypt bodes well for the future

AAIB launches a Visa rewards debit card, presenting opportunities for the future

CATEGORY DATA

Table 31 Debit Cards: Number of Cards in Circulation 2017-2022

Table 32 Debit Cards Transactions 2017-2022

Table 33 Debit Cards in Circulation: % Growth 2017-2022

Table 34 Debit Cards Transactions: % Growth 2017-2022

Table 35 Debit Cards: Number of Cards by Issuer 2017-2021

Table 36 Debit Cards: Number of Cards by Operator 2017-2021

Table 37 Debit Cards Payment Transaction Value by Issuer 2017-2021

Table 38 Debit Cards Payment Transaction Value by Operator 2017-2021

Table 39 Forecast Debit Cards: Number of Cards in Circulation 2022-2027

Table 40 □Forecast Debit Cards Transactions 2022-2027

Table 41 □Forecast Debit Cards in Circulation: % Growth 2022-2027

Table 42 □Forecast Debit Cards Transactions: % Growth 2022-2027

CREDIT CARDS IN EGYPT

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Credit cards set to boom as pay later options become increasingly appealing

Cashback and rewards programmes set to largely define credit cards

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

CATEGORY DATA

Table 43 Credit Cards: Number of Cards in Circulation 2017-2022

Table 44 Credit Cards Transactions 2017-2022

Table 45 Credit Cards in Circulation: % Growth 2017-2022

Table 46 Credit Cards Transactions: % Growth 2017-2022

Table 47 Commercial Credit Cards: Number of Cards in Circulation 2017-2022

Table 48 Commercial Credit Cards Transactions 2017-2022

Table 49 Commercial Credit Cards in Circulation: % Growth 2017-2022

Table 50 Commercial Credit Cards Transactions: % Growth 2017-2022

Table 51 Personal Credit Cards: Number of Cards in Circulation 2017-2022

Table 52 □Personal Credit Cards Transactions 2017-2022

Table 53 □Personal Credit Cards in Circulation: % Growth 2017-2022

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Table 54	Personal Credit Cards Transactions: % Growth 2017-2022
Table 55	Credit Cards: Number of Cards by Issuer 2017-2021
Table 56	Credit Cards: Number of Cards by Operator 2017-2021
Table 57	Credit Cards Payment Transaction Value by Issuer 2017-2021
Table 58	Credit Cards Payment Transaction Value by Operator 2017-2021
Table 59	Commercial Credit Cards: Number of Cards by Issuer 2017-2021
Table 60	Commercial Credit Cards: Number of Cards by Operator 2017-2021
Table 61	Commercial Credit Cards Payment Transaction Value by Issuer 2017-2021
Table 62	Commercial Credit Cards Payment Transaction Value by Operator 2017-2021
Table 63	Personal Credit Cards: Number of Cards by Issuer 2017-2021
Table 64	Personal Credit Cards: Number of Cards by Operator 2017-2021
Table 65	Personal Credit Cards Payment Transaction Value by Issuer 2017-2021
Table 66	Personal Credit Cards Payment Transaction Value by Operator 2017-2021
Table 67	Forecast Credit Cards: Number of Cards in Circulation 2022-2027
Table 68	Forecast Credit Cards Transactions 2022-2027
Table 69	Forecast Credit Cards in Circulation: % Growth 2022-2027
Table 70	Forecast Credit Cards Transactions: % Growth 2022-2027
Table 71	Forecast Commercial Credit Cards: Number of Cards in Circulation 2022-2027
Table 72	Forecast Commercial Credit Cards Transactions 2022-2027
Table 73	Forecast Commercial Credit Cards in Circulation: % Growth 2022-2027
Table 74	Forecast Commercial Credit Cards Transactions: % Growth 2022-2027
Table 75	Forecast Personal Credit Cards: Number of Cards in Circulation 2022-2027
Table 76	Forecast Personal Credit Cards Transactions 2022-2027
Table 77	Forecast Personal Credit Cards in Circulation: % Growth 2022-2027
Table 78	Forecast Personal Credit Cards Transactions: % Growth 2022-2027

CHARGE CARDS IN EGYPT

KEY DATA FINDINGS

2022 DEVELOPMENTS

Popularity of charge cards falls further as consumers look to other types of cards

PROSPECTS AND OPPORTUNITIES

Few expectations that charge cards will be able to arrest its ongoing decline

CATEGORY DATA

Table 79	Charge Cards: Number of Cards in Circulation 2017-2022
Table 80	Charge Cards Transactions 2017-2022
Table 81	Charge Cards in Circulation: % Growth 2017-2022
Table 82	Charge Cards Transactions: % Growth 2017-2022
Table 83	Commercial Charge Cards: Number of Cards in Circulation 2017-2022
Table 84	Commercial Charge Cards Transactions 2017-2022
Table 85	Commercial Charge Cards in Circulation: % Growth 2017-2022
Table 86	Commercial Charge Cards Transactions: % Growth 2017-2022
Table 87	Personal Charge Cards: Number of Cards in Circulation 2017-2022
Table 88	Personal Charge Cards Transactions 2017-2022
Table 89	Personal Charge Cards in Circulation: % Growth 2017-2022
Table 90	Personal Charge Cards Transactions: % Growth 2017-2022
Table 91	Charge Cards: Number of Cards by Issuer 2017-2021
Table 92	Charge Cards: Number of Cards by Operator 2017-2021
Table 93	Charge Cards Payment Transaction Value by Issuer 2017-2021

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Table 94 □Charge Cards Payment Transaction Value by Operator 2017-2021
Table 95 □Commercial Charge Cards: Number of Cards by Issuer 2017-2021
Table 96 □Commercial Charge Cards: Number of Cards by Operator 2017-2021
Table 97 □Commercial Charge Cards Payment Transaction Value by Issuer 2017-2021
Table 98 □Commercial Charge Cards Payment Transaction Value by Operator 2017-2021
Table 99 □Personal Charge Cards: Number of Cards by Issuer 2017-2021
Table 100 □Personal Charge Cards: Number of Cards by Operator 2017-2021
Table 101 □Personal Charge Cards Transaction Value by Issuer 2017-2021
Table 102 □Personal Charge Cards Transaction Value by Operator 2017-2021
Table 103 □Forecast Charge Cards: Number of Cards in Circulation 2022-2027
Table 104 □Forecast Charge Cards Transactions 2022-2027
Table 105 □Forecast Charge Cards in Circulation: % Growth 2022-2027
Table 106 □Forecast Charge Cards Transactions: % Growth 2022-2027
Table 107 □Forecast Commercial Charge Cards: Number of Cards in Circulation 2022-2027
Table 108 □Forecast Commercial Charge Cards Transactions 2022-2027
Table 109 □Forecast Commercial Charge Cards in Circulation: % Growth 2022-2027
Table 110 □Forecast Commercial Charge Cards Transactions: % Growth 2022-2027
Table 111 □Forecast Personal Charge Cards: Number of Cards in Circulation 2022-2027
Table 112 □Forecast Personal Charge Cards Transactions 2022-2027
Table 113 □Forecast Personal Charge Cards in Circulation: % Growth 2022-2027
Table 114 □Forecast Personal Charge Cards Transactions: % Growth 2022-2027

PRE-PAID CARDS IN EGYPT

KEY DATA FINDINGS

2022 DEVELOPMENTS

Government initiatives boost demand for closed loop pre-paid cards
MasterCard remains the dominant operator in pre-paid cards in Egypt
Innovative solutions remain a major trend in pre-paid cards

PROSPECTS AND OPPORTUNITIES

Tapping into the unbanked population set to remain crucial for category growth
Emerging fintech players to increasingly offer pioneering digital pre-paid solutions
Meeza national card set to remain important due to its ubiquity in the public sector

CATEGORY DATA

Table 115 Pre-paid Cards: Number of Cards in Circulation 2017-2022
Table 116 Pre-paid Cards Transactions 2017-2022
Table 117 Pre-paid Cards in Circulation: % Growth 2017-2022
Table 118 Pre-paid Cards Transactions: % Growth 2017-2022
Table 119 Closed Loop Pre-paid Cards Transactions 2017-2022
Table 120 Closed Loop Pre-paid Cards Transactions: % Growth 2017-2022
Table 121 Open Loop Pre-paid Cards Transactions 2017-2022
Table 122 Open Loop Pre-paid Cards Transactions: % Growth 2017-2022
Table 123 Pre-paid Cards: Number of Cards by Issuer 2017-2021
Table 124 □Pre-paid Cards: Number of Cards by Operator 2017-2021
Table 125 □Pre-paid Cards Transaction Value by Issuer 2017-2021
Table 126 □Pre-paid Cards Transaction Value by Operator 2017-2021
Table 127 □Closed Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021
Table 128 □Closed Loop Pre-paid Cards: Number of Cards by Operator 2017-2021
Table 129 □Closed Loop Pre-paid Cards Transaction Value by Issuer 2017-2021

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Table 130 □Closed Loop Pre-paid Cards Transaction Value by Operator 2017-2021

Table 131 □Open Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021

Table 132 □Open Loop Pre-paid Cards: Number of Cards by Operator 2017-2021

Table 133 □Open Loop Pre-paid Cards Transaction Value by Issuer 2017-2021

Table 134 □Open Loop Pre-paid Cards Transaction Value by Operator 2017-2021

Table 135 □Forecast Pre-paid Cards: Number of Cards in Circulation 2022-2027

Table 136 □Forecast Pre-paid Cards Transactions 2022-2027

Table 137 □Forecast Pre-paid Cards in Circulation: % Growth 2022-2027

Table 138 □Forecast Pre-paid Cards Transactions: % Growth 2022-2027

Table 139 □Forecast Closed Loop Pre-paid Cards Transactions 2022-2027

Table 140 □Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2022-2027

Table 141 □Forecast Open Loop Pre-paid Cards Transactions 2022-2027

Table 142 □Forecast Open Loop Pre-paid Cards Transactions: % Growth 2022-2027

STORE CARDS IN EGYPT

2022 DEVELOPMENTS

Store cards not in use in Egypt, with few prospects for a change in the situation

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