

## **Financial Cards and Payments in Morocco**

Market Direction | 2022-12-01 | 55 pages | Euromonitor

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### **Report description:**

Despite efforts by the Moroccan government to digitise public services and boost the digital economy, the vast majority of transactions in Morocco remain exclusively in cash in 2022. Morocco has Africa's highest rate of bank branches for every 100,000 adults, as more than half of Moroccans prefer to complete transactions through branches. However, only a third of the Moroccan population has a bank account, and even a smaller percentage of Moroccans use digital payment services.

Euromonitor International's Financial Cards and Payments in Morocco 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.

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.

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Debit cards remain the most widely used financials cards

Reopening of economy supports growth in number of bank accounts and financial cards

Centre Monétique Interbancaire encourages retailers to install card payment terminals

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