

Pre-Paid Cards in Egypt

Market Direction | 2022-12-01 | 26 pages | Euromonitor

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Report description:

During 2022, the Egyptian government executed its plans to launch a closed loop pre-paid card that would act as a universal electronic ticket for all of the public transport networks across the country. This ambitious large-scale initiative further supported growth in the use of pre-paid cards during the year and, moreover, it is expected to underpin rapid growth in the category during the forecast period. Further supporting growth in pre-paid cards is the dramatic expansion has been seen in off...

Euromonitor International's Pre-Paid Card Transactions 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: Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid 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 Pre-Paid 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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Table of Contents:

Pre-Paid Cards in Egypt
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List Of Contents And Tables

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 1 Pre-paid Cards: Number of Cards in Circulation 2017-2022

Table 2 Pre-paid Cards Transactions 2017-2022

Table 3 Pre-paid Cards in Circulation: % Growth 2017-2022

Table 4 Pre-paid Cards Transactions: % Growth 2017-2022

Table 5 Closed Loop Pre-paid Cards Transactions 2017-2022

Table 6 Closed Loop Pre-paid Cards Transactions: % Growth 2017-2022

Table 7 Open Loop Pre-paid Cards Transactions 2017-2022

Table 8 Open Loop Pre-paid Cards Transactions: % Growth 2017-2022

Table 9 Pre-paid Cards: Number of Cards by Issuer 2017-2021

Table 10 □Pre-paid Cards: Number of Cards by Operator 2017-2021

Table 11 □Pre-paid Cards Transaction Value by Issuer 2017-2021

Table 12 □Pre-paid Cards Transaction Value by Operator 2017-2021

Table 13 □Closed Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021

Table 14 □Closed Loop Pre-paid Cards: Number of Cards by Operator 2017-2021

Table 15 □Closed Loop Pre-paid Cards Transaction Value by Issuer 2017-2021

Table 16 □Closed Loop Pre-paid Cards Transaction Value by Operator 2017-2021

Table 17 □Open Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021

Table 18 □Open Loop Pre-paid Cards: Number of Cards by Operator 2017-2021

Table 19 □Open Loop Pre-paid Cards Transaction Value by Issuer 2017-2021

Table 20 □Open Loop Pre-paid Cards Transaction Value by Operator 2017-2021

Table 21 □Forecast Pre-paid Cards: Number of Cards in Circulation 2022-2027

Table 22 □Forecast Pre-paid Cards Transactions 2022-2027

Table 23 □Forecast Pre-paid Cards in Circulation: % Growth 2022-2027

Table 24 □Forecast Pre-paid Cards Transactions: % Growth 2022-2027

Table 25 □Forecast Closed Loop Pre-paid Cards Transactions 2022-2027

Table 26 □Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2022-2027

Table 27 □Forecast Open Loop Pre-paid Cards Transactions 2022-2027

Table 28 □Forecast Open Loop Pre-paid Cards Transactions: % Growth 2022-2027

FINANCIAL CARDS AND PAYMENTS IN EGYPT

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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 29 Number of POS Terminals: Units 2017-2022

Table 30 Number of ATMs: Units 2017-2022

Table 31 Value Lost to Fraud 2017-2022

Table 32 Card Expenditure by Location 2022

Table 33 Financial Cards in Circulation by Type: % Number of Cards 2017-2022

Table 34 Domestic versus Foreign Spend 2022

MARKET DATA

Table 35 Financial Cards by Category: Number of Cards in Circulation 2017-2022

Table 36 Financial Cards by Category: Number of Accounts 2017-2022

Table 37 Financial Cards Transactions by Category: Value 2017-2022

Table 38 □Financial Cards by Category: Number of Transactions 2017-2022

Table 39 □Commercial Payments by Category: Value 2017-2022

Table 40 □Commercial Payments by Category: Number of Transactions 2017-2022

Table 41 □Personal Payments by Category: Value 2017-2022

Table 42 □Personal Payments by Category: Number of Transactions 2017-2022

Table 43 □M-Commerce by Category: Value 2017-2022

Table 44 □M-Commerce by Category: % Value Growth 2017-2022

Table 45 □Financial Cards: Number of Cards by Issuer 2017-2021

Table 46 □Financial Cards: Number of Cards by Operator 2017-2021

Table 47 □Financial Cards: Card Payment Transactions Value by Operator 2017-2021

Table 48 □Financial Cards: Card Payment Transactions Value by Issuer 2017-2021

Table 49 □Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027

Table 50 □Forecast Financial Cards by Category: Number of Accounts 2022-2027

Table 51 □Forecast Financial Cards Transactions by Category: Value 2022-2027

Table 52 □Forecast Financial Cards by Category: Number of Transactions 2022-2027

Table 53 □Forecast Commercial Payments by Category: Value 2022-2027

Table 54 □Forecast Commercial Payments by Category: Number of Transactions 2022-2027

Table 55 □Forecast Personal Payments by Category: Value 2022-2027

Table 56 □Forecast Personal Payments by Category: Number of Transactions 2022-2027

Table 57 □Forecast M-Commerce by Category: Value 2022-2027

Table 58 □Forecast M-Commerce by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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