

## **Pre-Paid Cards in the United Arab Emirates**

Market Direction | 2022-12-01 | 28 pages | Euromonitor

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### **Report description:**

The return to in-store shopping following a decline in footfall during the pandemic has improved the prospects of gift cards, both in terms of the number of cards in circulation and the amount of money spent on them. The reduced footfall in most major shopping centres impacted demand for gift cards but this has notably improved in line with an easing of restrictions in the United Arab Emirates. However, this segment could benefit from increased incentives and rewards to compete with retail and r...

Euromonitor International's Pre-Paid Card Transactions in United Arab Emirates 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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Ramping up of digitalisation in United Arab Emirates to benefit pre-paid cards

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