

Charge Cards in Egypt

Market Direction | 2023-11-21 | 23 pages | Euromonitor

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Report description:

Despite the evolving financial landscape, charge cards retain their status as an unpopular category in Egypt. The demand for charge cards remains stagnant, with no anticipated improvements in terms of popularity, transaction volumes, or market share expected over the forecast period, reflecting a challenging outlook for this category in the Egyptian market. In this unpropitious landscape, American Express stands as the predominant player, maintaining its key market presence while other players h...

Euromonitor International's Charge 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: Commercial Charge Card Transactions, Personal Charge 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 Charge 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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Scotts International. EU Vat number: PL 6772247784

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

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