

Charge Cards in Saudi Arabia

Market Direction | 2023-11-22 | 27 pages | Euromonitor

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Report description:

Charge cards follow a typical pattern in Saudi Arabia, where such cards have a set consumer base consisting of, mainly, affluent Saudi citizens who use these cards while travelling. Therefore, the rebound of travel and tourism following the pandemic restrictions is benefitting charge cards in this context - especially as such financial cards are internationally acknowledged. However, one thing to acknowledge is a lower growth rate in transaction values when compared to volumes in 2023, compared...

Euromonitor International's Charge Card Transactions in Saudi Arabia 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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Table of Contents:

Charge Cards in Saudi Arabia
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List Of Contents And Tables

CHARGE CARDS IN SAUDI ARABIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Value transactions drop compared to cards in circulation, indicating lower spend habits and normalisation following post-pandemic peak

Charge cards continue to be a niche category with rising competition from debit and credit cards

American Express continues to dominate the category

PROSPECTS AND OPPORTUNITIES

Debit and credit cards will continue to pose competition to charge cards over the forecast period

Flexible customisation to meet evolving consumer demands could sustain interest in charge cards

Travel enthusiasts offers future prospects for charge cards - both personal and commercial

CATEGORY DATA

Table 1 Charge Cards: Number of Cards in Circulation 2018-2023

Table 2 Charge Cards Transactions 2018-2023

Table 3 Charge Cards in Circulation: % Growth 2018-2023

Table 4 Charge Cards Transactions: % Growth 2018-2023

Table 5 Commercial Charge Cards: Number of Cards in Circulation 2018-2023

Table 6 Commercial Charge Cards Transactions 2018-2023

Table 7 Commercial Charge Cards in Circulation: % Growth 2018-2023

Table 8 Commercial Charge Cards Transactions: % Growth 2018-2023

Table 9 Personal Charge Cards: Number of Cards in Circulation 2018-2023

Table 10 □Personal Charge Cards Transactions 2018-2023

Table 11 □Personal Charge Cards in Circulation: % Growth 2018-2023

Table 12 □Personal Charge Cards Transactions: % Growth 2018-2023

Table 13 □Charge Cards: Number of Cards by Issuer 2018-2022

Table 14 □Charge Cards: Number of Cards by Operator 2018-2022

Table 15 □Charge Cards Payment Transaction Value by Issuer 2018-2022

Table 16 □Charge Cards Payment Transaction Value by Operator 2018-2022

Table 17 □Commercial Charge Cards: Number of Cards by Issuer 2018-2022

Table 18 □Commercial Charge Cards: Number of Cards by Operator 2018-2022

Table 19 □Commercial Charge Cards Payment Transaction Value by Issuer 2018-2022

Table 20 □Commercial Charge Cards Payment Transaction Value by Operator 2018-2022

Table 21 □Personal Charge Cards: Number of Cards by Issuer 2018-2022

Table 22 □Personal Charge Cards: Number of Cards by Operator 2018-2022

Table 23 □Personal Charge Cards Transaction Value by Issuer 2018-2022

Table 24 □Personal Charge Cards Transaction Value by Operator 2018-2022

Table 25 □Forecast Charge Cards: Number of Cards in Circulation 2023-2028

Table 26 □Forecast Charge Cards Transactions 2023-2028

Table 27 □Forecast Charge Cards in Circulation: % Growth 2023-2028

Table 28 □Forecast Charge Cards Transactions: % Growth 2023-2028

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Table 29 □Forecast Commercial Charge Cards: Number of Cards in Circulation 2023-2028

Table 30 □Forecast Commercial Charge Cards Transactions 2023-2028

Table 31 □Forecast Commercial Charge Cards in Circulation: % Growth 2023-2028

Table 32 □Forecast Commercial Charge Cards Transactions: % Growth 2023-2028

Table 33 □Forecast Personal Charge Cards: Number of Cards in Circulation 2023-2028

Table 34 □Forecast Personal Charge Cards Transactions 2023-2028

Table 35 □Forecast Personal Charge Cards in Circulation: % Growth 2023-2028

Table 36 □Forecast Personal Charge Cards Transactions: % Growth 2023-2028

FINANCIAL CARDS AND PAYMENTS IN SAUDI ARABIA

EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

2023 key trends

Card transactions continue to take the lead over cash

Buy now pay later continues to gain traction

Competitive landscape

National card payment scheme mada continues to lead in payment technology

Saudi banks embrace digital future with the closure of branches

Approval for more digital banks in Saudi Arabia

Fintech firms facilitate cashless payments

What next for financial cards and payments?

MARKET INDICATORS

Table 37 Number of POS Terminals: Units 2018-2023

Table 38 Number of ATMs: Units 2018-2023

Table 39 Value Lost to Fraud 2018-2023

Table 40 Card Expenditure by Location 2023

Table 41 Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 42 Domestic versus Foreign Spend 2023

MARKET DATA

Table 43 Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 44 Financial Cards by Category: Number of Accounts 2018-2023

Table 45 Financial Cards Transactions by Category: Value 2018-2023

Table 46 □Financial Cards by Category: Number of Transactions 2018-2023

Table 47 □Consumer Payments by Category: Value 2018-2023

Table 48 □Consumer Payments by Category: Number of Transactions 2018-2023

Table 49 □M-Commerce by Category: Value 2018-2023

Table 50 □M-Commerce by Category: % Value Growth 2018-2023

Table 51 □Financial Cards: Number of Cards by Issuer 2018-2022

Table 52 □Financial Cards: Number of Cards by Operator 2018-2022

Table 53 □Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 54 □Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 55 □Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 56 □Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 57 □Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 58 □Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 59 □Forecast Consumer Payments by Category: Value 2023-2028

Table 60 □Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 61 □Forecast M-Commerce by Category: Value 2023-2028

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