

Credit Cards in Morocco

Market Direction | 2023-11-21 | 28 pages | Euromonitor

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Report description:

Morocco is a country heavily reliant on cash, with consumers historically favouring debit cards to any other types of financial cards; standard credit cards continue to suffer from a negative perception among locals for several reasons. The demand for credit cards remains relatively low as Moroccans typically seek financial stability and local culture favours spending only money already in one's possession. In addition, the application process for a credit card remains lengthy and complex, with...

Euromonitor International's Credit Card Transactions 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: Commercial Credit Card Transactions, Personal Credit 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 Credit 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Credit cards continue to suffer from negative perception

Buy Now Pay Later represents competitive threat to credit cards

Carrefour Maroc woos locals with simplified application process

PROSPECTS AND OPPORTUNITIES

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Free debit cards for mobile app users to impact on credit card growth

"Credit card on delivery" solution could support category value growth

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