

Credit Cards in Turkey

Market Direction | 2023-11-21 | 15 pages | Euromonitor

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Report description:

Credit card transactions continue to exhibit triple-digit current value growth in 2023, aligning with the extremely high inflation rate in Turkey. The rising number of credit cards and transactions is primarily driven by the influx of new consumers entering the banking system and obtaining credit cards as they transition into the job market after graduation. Consequently, the total count of credit cards continues to increase, consistent with previous years. Whilst consumers are spending more on...

Euromonitor International's Credit Card Transactions in Turkey 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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Introduction of instalment payments boosts credit card category

Higher e-commerce purchases fuel credit card spending

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