

Debit Cards in Saudi Arabia

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

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Report description:

Debit cards continue to make up a large portion of all financial cards in Saudi Arabia. Indeed, debit cards are even more prevalent than credit cards in the KSA, owing to a number of factors, such as wide acceptance and convenience of use, as well as an absence of charges based on interest.

Euromonitor International's Debit 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 Debit Card Transactions, Personal Debit 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 Debit 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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DEBIT CARDS IN SAUDI ARABIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Debit cards maintain their strong volumes as inflation hikes up living costs

"Saudization" and more women in the workforce mean a higher number of bank accounts and debit cards

Ongoing developments from national payment system mada support the growth of debit cards

PROSPECTS AND OPPORTUNITIES

Partnerships made by mada will remain key to debit card growth

Digitisation continues to forge ahead, supported by the granting of licenses by SAMA

Higher overall demand for debit cards will maintain support for the category

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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

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