

Debit Cards in Turkey

Market Direction | 2023-11-21 | 20 pages | Euromonitor

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Report description:

The COVID-19 pandemic hampered the use of cash in Turkey, with consumers also opting to use a debit card over credit cards in 2023. The availability of contactless debit cards encouraged consumers to use their debit cards for small purchases, while saving their credit cards for more expensive purchases. Moreover, the continued demand for e-commerce also fuelled debit card purchases online. Some banks offer loyalty campaigns on debit accounts, which encourages more frequent purchases by debit card...

Euromonitor International's Debit 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 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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