

## **Financial Cards and Payments in Egypt**

Market Direction | 2023-11-21 | 51 pages | Euromonitor

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### **Report description:**

Financial cards and payments in Egypt has seen a remarkable year in 2023, characterised by a notable shift from cash to card usage, larger transaction amounts, and a surge in new account openings. Government initiatives to boost financial inclusion and reduce cash reliance have significantly benefitted the industry. All governmental entities are now fully digitised, accepting a wide array of card payments and digital transfers, a stark contrast to the past. According to statistics released by th...

Euromonitor International's Financial Cards and Payments in Egypt 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: Financial Cards in Circulation, Mobile Payments, 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 Financial Cards and Payments 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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STORE CARDS IN EGYPT

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