

Store Cards in Morocco

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

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Report description:

The popularity of store cards was already in decline during the review period. Among the main reasons for this is that many local consumers struggle to see the advantages that these cards offer or, alternatively, they understand the advantages but do not believe that these are attractive enough to justify obtaining one. Instead of using store cards, they are increasingly using their regular debit cards, charge cards or credit cards to make payments, not least as these types of financial cards ar...

Euromonitor International's Store 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.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Store 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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Popularity continues to fall though leading retailers offer cashback incentives in a bid to support store card usage
Shift to digital space accelerates

Low consumer awareness hampers progress, with Carrefour Maroc offering new option

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