

## **Financial Cards and Payments in the United Arab Emirates**

Market Direction | 2023-12-07 | 54 pages | Euromonitor

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### **Report description:**

The United Arab Emirates continues its journey towards a cashless society, with the continued adoption of digital payment solutions, contactless cards, and the emergence of supplementary payment platforms or solutions in pre-paid cards that support digital payments. Consumers are motivated by the convenience of card and digital payments, and the rewards and cashback offered, which has significantly reduced cash usage in consumers' daily lives. The United Arab Emirates economy has also continued...

Euromonitor International's Financial Cards and Payments in United Arab Emirates 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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## 2023 DEVELOPMENTS

Popularity of contactless cards brings back transaction spend on debit cards

Sound economic and political environment, coupled with visa reforms, supports new account openings

Digitisation to recreate debit card function and interface

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