

Charge Cards in Saudi Arabia

Market Direction | 2024-12-12 | 28 pages | Euromonitor

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Report description:

The number of charge cards in Saudi Arabia continues to expand, through offering users greater flexibility in purchasing power compared to traditional credit cards. Unlike credit cards, charge cards do not come with a pre-set spending limit, meaning users can access the funds they need even if that amount fluctuates significantly from month to month. This flexibility allows charge cardholders to better manage their purchasing needs without worrying about a fixed credit limit. However, charge car...

Euromonitor International's Charge 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 Charge Card Transactions, Personal Charge 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 Charge 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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CHARGE CARDS IN SAUDI ARABIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Charge cards continue to expand, despite challenge of limited consumer base
Al-Rajhi bank enters charge card market with Classic Charge Credit Card offering multiple benefits
American Express maintains dominance as primary charge card player

PROSPECTS AND OPPORTUNITIES

Charge cards will experience ongoing competition from debit cards and Sharia-compliant credit cards
Travel could prove to be catalyst for charge card growth
Growth potential for commercial charge cards

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