

Debit Cards in Saudi Arabia

Market Direction | 2024-12-12 | 23 pages | Euromonitor

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Report description:

Debit cards remain the dominant form of financial card in Saudi Arabia, largely due to their widespread popularity among consumers. They are preferred over credit cards for several reasons, such as the absence of interest charges, more accessible approval processes, and fewer income-based requirements. These features make debit cards more appealing to a wide range of consumers, especially in a time of economic uncertainty.

Euromonitor International's Debit 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 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.

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Saudization initiative and rise in female employment bolsters demand for debit cards
Mada at the forefront of debit cards

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FINANCIAL CARDS AND PAYMENTS IN SAUDI ARABIA

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