

Debit Cards in Egypt

Market Direction | 2025-01-14 | 20 pages | Euromonitor

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Report description:

Whilst debit cards remain popular for usage in Egypt, debit cards' usage remained restricted to local transactions in 2024. As of October 2023, the Central Bank of Egypt (CBE) limited the use of debit cards in Egypt to the Egyptian Pound (EGP).?This means that Egyptian debit cards can no longer be used outside of Egypt or for foreign currency transactions.?The move aims to reduce pressure on foreign currency reserves and prevent the misuse of debit cards. However, similar restrictions placed on...

Euromonitor International's Debit Card Transactions 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: 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Steady growth continues for debit cards in Egypt

Debit card value sales and ticket sizes on the rise

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