

Debit Cards in Turkey

Market Direction | 2025-01-22 | 20 pages | Euromonitor

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Report description:

In 2024, debit cards in Turkey maintained on an upward trajectory building on the momentum gained in previous years. The waning impact of the pandemic has accelerated the transition from cash to digital payments and particularly debit cards. The widespread availability of contactless debit cards has encouraged consumers to use their debit cards for small purchases, while saving their credit cards for more expensive purchases. Leading banks in Turkey, such as YapiKrediBankasi, HalkBankasi, Akbank...

Euromonitor International's Debit Card Transactions in Turkey 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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Euromonitor International
January 2025

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