

## **Financial Cards and Payments in Israel**

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### **Report description:**

Financial cards and payments in Israel saw a rise in local adoption of digital wallets in 2024. Digital wallets have rapidly gained traction, experiencing substantial growth since the introduction of Apple Pay and Google Pay in 2021. Many consumers now rely on their smartphones for payments, often leaving their physical wallets at home. This shift is driven by the convenience offered by digital wallets, particularly for transactions exceeding ILS300, where a code is required when using a physical...

Euromonitor International's Financial Cards and Payments in Israel 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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