

## Financial Cards and Payments in Turkey

Market Direction | 2025-01-22 | 45 pages | Euromonitor

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### Report description:

Financial card and payment transactions in Turkey continued to witness steady growth in 2024. Card spending strengthened as consumers switched away from cash amid greater dependability on credit cards due to rising living costs. High inflation, economic uncertainty and ongoing retail price instability encouraged some consumers to rely on credit cards, although soaring interest rates were a deterrent for some in 2024. Consumers have become more reliant on credit cards due to the growth in retail...

Euromonitor International's Financial Cards and Payments 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: 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.

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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## 2024 DEVELOPMENTS

Solid growth momentum for debit cards in Turkey

Security measures are a key focus in 2024

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