

## **Pre-Paid Cards in Egypt**

Market Direction | 2025-01-14 | 24 pages | Euromonitor

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### **Report description:**

Pre-paid cards retained robust growth in Egypt in 2024, supported by a concerted government focus on financial inclusion and extensive banking initiatives tailored to citizens of all age groups. Notably, Visa, alongside the Ministry of Communications and Information Technology (MCIT), the Ministry of Supply and Internal Trade, and the Universal Health Insurance Authority, have launched the project of a single government services pre-paid card in Port Said city. This project aims to give citizens...

Euromonitor International's Pre-Paid 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: Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid 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 Pre-Paid 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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