

Credit Cards in Morocco

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Report description:

Morocco is a country heavily reliant on cash, and those consumers who do want a financial card historically favour debit cards to any other type of financial cards. Credit cards therefore remains significantly underpenetrated, partly due to limited consumer awareness, but also continues to suffer from a negative perception amongst locals due to fear of falling into financial difficulty, and concerns over fraud when transacting online. The application process for a credit card also remains length...

Euromonitor International's Credit Card Transactions in Morocco 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 Credit Card Transactions, Personal Credit 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 Credit 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.

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