

Financial Cards and Payments in Middle East and Africa

Global Strategy | 2025-02-11 | 53 pages | Euromonitor

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Report description:

While paper payments continue to lose share to card and electronic transactions in Middle East and Africa, driven by the ongoing digitalisation of the financial industry in the region, cash still remains the main personal payment method in a number of countries, especially the African nations. Nevertheless, electronic and card payments are expected to continue gaining ground in the coming years, particularly given the stated ambitions of many countries to become cashless economies.

Euromonitor International's Financial Cards and Payments in Middle East and Africa global briefing offers insight into the size and shape of the Payments and Lending market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and offers strategic analysis of key factors influencing the market. Forecasts provide an invaluable perspective on market evolution and the criteria for success. The briefing leverages Euromonitor International's 360-degree coverage of the global payments' landscape including insight on consumer debt.

Product coverage: Consumer Lending, E-Commerce in Proximity Location by Industry, Financial Cards and Payments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Payments and Lending 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

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reliable information resources to help drive informed strategic planning.

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