

# Credit Cards in the United Arab Emirates

December 2023

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Adoption of charge cards continues to decline

Increased competition, and rewards in credit cards challenge charge cards

Focus on premiumisation and personalisation to revive charge cards

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Commercial charge cards likely to remain an active category

Increasing merchant acceptance and promotions still required

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Rewards and cashback schemes remain the greatest motivation for credit card spending

Digital commerce strengthens credit cards as a preferred payment method

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