Euromonitor International

Financial Cards and Payments in Egypt

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Financial Cards and Payments in Egypt - Industry Overview

EXECUTIVE SUMMARY

Strong growth supported by increased adoption of digital channels, merchant network expansion, and strong government-led initiatives

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Digital wallets gain scale and depth of usage
Credit card market driven by premium segmentation
Government push boosts pre-paid and social support cards

WHAT'S NEXT?

Further expansion with digitalisation and financial inclusion efforts
Ongoing shift away from cash
Deeper collaboration between banks, fintechs, and telcos
Distribution and impact of e-commerce

COMPETITIVE LANDSCAPE

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Commercial credit card activity gradually expands

PROSPECTS AND OPPORTUNITIES

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