Charge Cards in the United Arab Emirates - Category analysis

Charge Cards in the United Arab Emirates - Company Profile

KEY DATA FINDINGS

2023 DEVELOPMENTS
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

PROSPECTS AND OPPORTUNITIES
Commercial charge cards likely to remain an active category
Increasing merchant acceptance and promotions still required
With further diversification of resident demographics, charge cards likely to find some room for growth

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Credit Cards in the United Arab Emirates - Category analysis

Credit Cards in the United Arab Emirates - Company Profile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Buoyant economic growth continues to favour credit card spending
Rewards and cashback schemes remain the greatest motivation for credit card spending
Digital commerce strengthens credit cards as a preferred payment method

PROSPECTS AND OPPORTUNITIES

Innovation likely to be key in credit cards – with embedded finance solutions on the horizon
Government support to open up new consumer segments
Evolving rewards programmes and loyalty incentives

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Debit Cards in the United Arab Emirates - Company Profile

KEY DATA FINDINGS

2023 DEVELOPMENTS
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Sound economic and political environment, coupled with visa reforms, supports new account openings
Digitisation to recreate debit card function and interface

PROSPECTS AND OPPORTUNITIES
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Pre-Paid Cards in the United Arab Emirates - Category analysis

Pre-Paid Cards in the United Arab Emirates - Company Profile

KEY DATA FINDINGS

2023 DEVELOPMENTS
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Pre-paid cards remains key in terms of financial inclusion
Non-banking and financial players to leverage pre-paid cards

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Financial Cards and Payments in the United Arab Emirates - Industry Overview

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