

# Debit Cards in Saudi Arabia

November 2023

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### 2023 DEVELOPMENTS

Value transactions drop compared to cards in circulation, indicating lower spend habits and normalisation following post-pandemic peak

Charge cards continue to be a niche category with rising competition from debit and credit cards

American Express continues to dominate the category

### PROSPECTS AND OPPORTUNITIES

Debit and credit cards will continue to pose competition to charge cards over the forecast period

Flexible customisation to meet evolving consumer demands could sustain interest in charge cards

Travel enthusiasts offers future prospects for charge cards – both personal and commercial

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Rewards, cashback schemes, and Sharia compliancy support growth in credit cards

Financial Sector Development Program (Vision 2030) seeks to uplift the Islamic finance industry

BNPL continues to attract consumers, due to convenience and lack of interest charges on instalment payments

### PROSPECTS AND OPPORTUNITIES

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Debit cards maintain their strong volumes as inflation hikes up living costs

“Saudiization” and more women in the workforce mean a higher number of bank accounts and debit cards

Ongoing developments from national payment system mada support the growth of debit cards

### PROSPECTS AND OPPORTUNITIES

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The culture of gifting supports other opportunities in pre-paid cards

Cashback incentives make pre-paid cards more attractive

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### EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

2023 key trends

Card transactions continue to take the lead over cash

Buy now pay later continues to gain traction

Competitive landscape

National card payment scheme mada continues to lead in payment technology

Saudi banks embrace digital future with the closure of branches

Approval for more digital banks in Saudi Arabia

Fintech firms facilitate cashless payments

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