

Pre-Paid Cards in Egypt

December 2022

Table of Contents

[Charge Cards in Egypt - Category analysis](#)

[Charge Cards in Egypt - Company Profile](#)

KEY DATA FINDINGS

2022 DEVELOPMENTS

Popularity of charge cards falls further as consumers look to other types of cards

PROSPECTS AND OPPORTUNITIES

Few expectations that charge cards will be able to arrest its ongoing decline

CATEGORY DATA

Table 1 - Charge Cards: Number of Cards in Circulation 2017-2022

Table 2 - Charge Cards Transactions 2017-2022

Table 3 - Charge Cards in Circulation: % Growth 2017-2022

Table 4 - Charge Cards Transactions: % Growth 2017-2022

Table 5 - Commercial Charge Cards: Number of Cards in Circulation 2017-2022

Table 6 - Commercial Charge Cards Transactions 2017-2022

Table 7 - Commercial Charge Cards in Circulation: % Growth 2017-2022

Table 8 - Commercial Charge Cards Transactions: % Growth 2017-2022

Table 9 - Personal Charge Cards: Number of Cards in Circulation 2017-2022

Table 10 - Personal Charge Cards Transactions 2017-2022

Table 11 - Personal Charge Cards in Circulation: % Growth 2017-2022

Table 12 - Personal Charge Cards Transactions: % Growth 2017-2022

Table 13 - Charge Cards: Number of Cards by Issuer 2017-2021

Table 14 - Charge Cards: Number of Cards by Operator 2017-2021

Table 15 - Charge Cards Payment Transaction Value by Issuer 2017-2021

Table 16 - Charge Cards Payment Transaction Value by Operator 2017-2021

Table 17 - Commercial Charge Cards: Number of Cards by Issuer 2017-2021

Table 18 - Commercial Charge Cards: Number of Cards by Operator 2017-2021

Table 19 - Commercial Charge Cards Payment Transaction Value by Issuer 2017-2021

Table 20 - Commercial Charge Cards Payment Transaction Value by Operator 2017-2021

Table 21 - Personal Charge Cards: Number of Cards by Issuer 2017-2021

Table 22 - Personal Charge Cards: Number of Cards by Operator 2017-2021

Table 23 - Personal Charge Cards Transaction Value by Issuer 2017-2021

Table 24 - Personal Charge Cards Transaction Value by Operator 2017-2021

Table 25 - Forecast Charge Cards: Number of Cards in Circulation 2022-2027

Table 26 - Forecast Charge Cards Transactions 2022-2027

Table 27 - Forecast Charge Cards in Circulation: % Growth 2022-2027

Table 28 - Forecast Charge Cards Transactions: % Growth 2022-2027

Table 29 - Forecast Commercial Charge Cards: Number of Cards in Circulation 2022-2027

Table 30 - Forecast Commercial Charge Cards Transactions 2022-2027

Table 31 - Forecast Commercial Charge Cards in Circulation: % Growth 2022-2027

Table 32 - Forecast Commercial Charge Cards Transactions: % Growth 2022-2027

Table 33 - Forecast Personal Charge Cards: Number of Cards in Circulation 2022-2027

Table 34 - Forecast Personal Charge Cards Transactions 2022-2027

Table 35 - Forecast Personal Charge Cards in Circulation: % Growth 2022-2027

Table 36 - Forecast Personal Charge Cards Transactions: % Growth 2022-2027

[Credit Cards in Egypt - Category analysis](#)

[Credit Cards in Egypt - Company Profile](#)

KEY DATA FINDINGS

2022 DEVELOPMENTS

Focus on fraud detection and prevention a major trend in credit cards
Increasing offer of innovative solutions boosts interest in commercial credit cards
Consumers continue to rely on credit cards as credit lines in the post-pandemic era

PROSPECTS AND OPPORTUNITIES

Credit cards set to boom as pay later options become increasingly appealing
Cashback and rewards programmes set to largely define credit cards
Inclusion of Meeza features in many credit cards points to further growth

CATEGORY DATA

Table 37 - Credit Cards: Number of Cards in Circulation 2017-2022
Table 38 - Credit Cards Transactions 2017-2022
Table 39 - Credit Cards in Circulation: % Growth 2017-2022
Table 40 - Credit Cards Transactions: % Growth 2017-2022
Table 41 - Commercial Credit Cards: Number of Cards in Circulation 2017-2022
Table 42 - Commercial Credit Cards Transactions 2017-2022
Table 43 - Commercial Credit Cards in Circulation: % Growth 2017-2022
Table 44 - Commercial Credit Cards Transactions: % Growth 2017-2022
Table 45 - Personal Credit Cards: Number of Cards in Circulation 2017-2022
Table 46 - Personal Credit Cards Transactions 2017-2022
Table 47 - Personal Credit Cards in Circulation: % Growth 2017-2022
Table 48 - Personal Credit Cards Transactions: % Growth 2017-2022
Table 49 - Credit Cards: Number of Cards by Issuer 2017-2021
Table 50 - Credit Cards: Number of Cards by Operator 2017-2021
Table 51 - Credit Cards Payment Transaction Value by Issuer 2017-2021
Table 52 - Credit Cards Payment Transaction Value by Operator 2017-2021
Table 53 - Commercial Credit Cards: Number of Cards by Issuer 2017-2021
Table 54 - Commercial Credit Cards: Number of Cards by Operator 2017-2021
Table 55 - Commercial Credit Cards Payment Transaction Value by Issuer 2017-2021
Table 56 - Commercial Credit Cards Payment Transaction Value by Operator 2017-2021
Table 57 - Personal Credit Cards: Number of Cards by Issuer 2017-2021
Table 58 - Personal Credit Cards: Number of Cards by Operator 2017-2021
Table 59 - Personal Credit Cards Payment Transaction Value by Issuer 2017-2021
Table 60 - Personal Credit Cards Payment Transaction Value by Operator 2017-2021
Table 61 - Forecast Credit Cards: Number of Cards in Circulation 2022-2027
Table 62 - Forecast Credit Cards Transactions 2022-2027
Table 63 - Forecast Credit Cards in Circulation: % Growth 2022-2027
Table 64 - Forecast Credit Cards Transactions: % Growth 2022-2027
Table 65 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2022-2027
Table 66 - Forecast Commercial Credit Cards Transactions 2022-2027
Table 67 - Forecast Commercial Credit Cards in Circulation: % Growth 2022-2027
Table 68 - Forecast Commercial Credit Cards Transactions: % Growth 2022-2027
Table 69 - Forecast Personal Credit Cards: Number of Cards in Circulation 2022-2027
Table 70 - Forecast Personal Credit Cards Transactions 2022-2027
Table 71 - Forecast Personal Credit Cards in Circulation: % Growth 2022-2027
Table 72 - Forecast Personal Credit Cards Transactions: % Growth 2022-2027

[Debit Cards in Egypt - Category analysis](#)

[Debit Cards in Egypt - Company Profile](#)

KEY DATA FINDINGS

2022 DEVELOPMENTS

Debit cards continues to grow, underlining its status as the leading financial cards category
Government efforts to further increase debit card transactions value
Sustainability becoming a more important aspect of Egypt's financial cards scene

PROSPECTS AND OPPORTUNITIES

Rising financial inclusion likely to result in positive growth in debit cards
CIB's position atop Forbes list of top companies in Egypt bodes well for the future
AAIB launches a Visa rewards debit card, presenting opportunities for the future

CATEGORY DATA

Table 73 - Debit Cards: Number of Cards in Circulation 2017-2022
Table 74 - Debit Cards Transactions 2017-2022
Table 75 - Debit Cards in Circulation: % Growth 2017-2022
Table 76 - Debit Cards Transactions: % Growth 2017-2022
Table 77 - Debit Cards: Number of Cards by Issuer 2017-2021
Table 78 - Debit Cards: Number of Cards by Operator 2017-2021
Table 79 - Debit Cards Payment Transaction Value by Issuer 2017-2021
Table 80 - Debit Cards Payment Transaction Value by Operator 2017-2021
Table 81 - Forecast Debit Cards: Number of Cards in Circulation 2022-2027
Table 82 - Forecast Debit Cards Transactions 2022-2027
Table 83 - Forecast Debit Cards in Circulation: % Growth 2022-2027
Table 84 - Forecast Debit Cards Transactions: % Growth 2022-2027

[Pre-Paid Cards in Egypt - Category analysis](#)

[Pre-Paid Cards in Egypt - Company Profile](#)

KEY DATA FINDINGS

2022 DEVELOPMENTS

Government initiatives boost demand for closed loop pre-paid cards
MasterCard remains the dominant operator in pre-paid cards in Egypt
Innovative solutions remain a major trend in pre-paid cards

PROSPECTS AND OPPORTUNITIES

Tapping into the unbanked population set to remain crucial for category growth
Emerging fintech players to increasingly offer pioneering digital pre-paid solutions
Meeza national card set to remain important due to its ubiquity in the public sector

CATEGORY DATA

Table 85 - Pre-paid Cards: Number of Cards in Circulation 2017-2022
Table 86 - Pre-paid Cards Transactions 2017-2022
Table 87 - Pre-paid Cards in Circulation: % Growth 2017-2022
Table 88 - Pre-paid Cards Transactions: % Growth 2017-2022
Table 89 - Closed Loop Pre-paid Cards Transactions 2017-2022
Table 90 - Closed Loop Pre-paid Cards Transactions: % Growth 2017-2022
Table 91 - Open Loop Pre-paid Cards Transactions 2017-2022
Table 92 - Open Loop Pre-paid Cards Transactions: % Growth 2017-2022
Table 93 - Pre-paid Cards: Number of Cards by Issuer 2017-2021
Table 94 - Pre-paid Cards: Number of Cards by Operator 2017-2021
Table 95 - Pre-paid Cards Transaction Value by Issuer 2017-2021

Table 96 - Pre-paid Cards Transaction Value by Operator 2017-2021
Table 97 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021
Table 98 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2017-2021
Table 99 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2017-2021
Table 100 - Closed Loop Pre-paid Cards Transaction Value by Operator 2017-2021
Table 101 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021
Table 102 - Open Loop Pre-paid Cards: Number of Cards by Operator 2017-2021
Table 103 - Open Loop Pre-paid Cards Transaction Value by Issuer 2017-2021
Table 104 - Open Loop Pre-paid Cards Transaction Value by Operator 2017-2021
Table 105 - Forecast Pre-paid Cards: Number of Cards in Circulation 2022-2027
Table 106 - Forecast Pre-paid Cards Transactions 2022-2027
Table 107 - Forecast Pre-paid Cards in Circulation: % Growth 2022-2027
Table 108 - Forecast Pre-paid Cards Transactions: % Growth 2022-2027
Table 109 - Forecast Closed Loop Pre-paid Cards Transactions 2022-2027
Table 110 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2022-2027
Table 111 - Forecast Open Loop Pre-paid Cards Transactions 2022-2027
Table 112 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2022-2027

[Store Cards in Egypt - Category analysis](#)

[Store Cards in Egypt - Company Profile](#)

2022 DEVELOPMENTS

Store cards not in use in Egypt, with few prospects for a change in the situation

[Financial Cards and Payments in Egypt - Industry Overview](#)

EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture
Recent developments in fintech point towards the future of digital payments
Egypt poised to introduce a new wireless digital payments system
MasterCard remains the leading issuer, well ahead of arch-rival Visa
Full digital transformation is set to continue to define the industry's development

MARKET INDICATORS

Table 113 - Number of POS Terminals: Units 2017-2022
Table 114 - Number of ATMs: Units 2017-2022
Table 115 - Value Lost to Fraud 2017-2022
Table 116 - Card Expenditure by Location 2022
Table 117 - Financial Cards in Circulation by Type: % Number of Cards 2017-2022
Table 118 - Domestic versus Foreign Spend 2022

MARKET DATA

Table 119 - Financial Cards by Category: Number of Cards in Circulation 2017-2022
Table 120 - Financial Cards by Category: Number of Accounts 2017-2022
Table 121 - Financial Cards Transactions by Category: Value 2017-2022
Table 122 - Financial Cards by Category: Number of Transactions 2017-2022
Table 123 - Commercial Payments by Category: Value 2017-2022
Table 124 - Commercial Payments by Category: Number of Transactions 2017-2022
Table 125 - Personal Payments by Category: Value 2017-2022
Table 126 - Personal Payments by Category: Number of Transactions 2017-2022
Table 127 - M-Commerce by Category: Value 2017-2022
Table 128 - M-Commerce by Category: % Value Growth 2017-2022

Table 129 - Financial Cards: Number of Cards by Issuer 2017-2021
Table 130 - Financial Cards: Number of Cards by Operator 2017-2021
Table 131 - Financial Cards: Card Payment Transactions Value by Operator 2017-2021
Table 132 - Financial Cards: Card Payment Transactions Value by Issuer 2017-2021
Table 133 - Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027
Table 134 - Forecast Financial Cards by Category: Number of Accounts 2022-2027
Table 135 - Forecast Financial Cards Transactions by Category: Value 2022-2027
Table 136 - Forecast Financial Cards by Category: Number of Transactions 2022-2027
Table 137 - Forecast Commercial Payments by Category: Value 2022-2027
Table 138 - Forecast Commercial Payments by Category: Number of Transactions 2022-2027
Table 139 - Forecast Personal Payments by Category: Value 2022-2027
Table 140 - Forecast Personal Payments by Category: Number of Transactions 2022-2027
Table 141 - Forecast M-Commerce by Category: Value 2022-2027
Table 142 - Forecast M-Commerce by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/pre-paid-cards-in-egypt/report.