Financial Cards and Payments in Egypt

December 2022

Table of Contents
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 1 - Number of POS Terminals: Units 2017-2022
Table 2 - Number of ATMs: Units 2017-2022
Table 3 - Value Lost to Fraud 2017-2022
Table 4 - Card Expenditure by Location 2022
Table 5 - Financial Cards in Circulation by Type: % Number of Cards 2017-2022
Table 6 - Domestic versus Foreign Spend 2022

MARKET DATA

Table 7 - Financial Cards by Category: Number of Cards in Circulation 2017-2022
Table 8 - Financial Cards by Category: Number of Accounts 2017-2022
Table 9 - Financial Cards Transactions by Category: Value 2017-2022
Table 10 - Financial Cards by Category: Number of Transactions 2017-2022
Table 11 - Commerical Payments by Category: Value 2017-2022
Table 12 - Commercial Payments by Category: Number of Transactions 2017-2022
Table 13 - Personal Payments by Category: Value 2017-2022
Table 14 - Personal Payments by Category: Number of Transactions 2017-2022
Table 15 - M-Commerce by Category: Value 2017-2022
Table 16 - M-Commerce by Category: % Value Growth 2017-2022
Table 17 - Financial Cards: Number of Cards by Issuer 2017-2021
Table 18 - Financial Cards: Number of Cards by Operator 2017-2021
Table 19 - Financial Cards: Card Payment Transactions Value by Operator 2017-2021
Table 20 - Financial Cards: Card Payment Transactions Value by Issuer 2017-2021
Table 21 - Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027
Table 22 - Forecast Financial Cards by Category: Number of Accounts 2022-2027
Table 23 - Forecast Financial Cards Transactions by Category: Value 2022-2027
Table 24 - Forecast Financial Cards by Category: Number of Transactions 2022-2027
Table 25 - Forecast Commercial Payments by Category: Value 2022-2027
Table 26 - Forecast Commercial Payments by Category: Number of Transactions 2022-2027
Table 27 - Forecast Personal Payments by Category: Value 2022-2027
Table 28 - Forecast Personal Payments by Category: Number of Transactions 2022-2027
Table 29 - Forecast M-Commerce by Category: Value 2022-2027
Table 30 - Forecast M-Commerce by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Charge Cards in Egypt - Category analysis

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 31 - Charge Cards: Number of Cards in Circulation 2017-2022
Table 32 - Charge Cards Transactions 2017-2022
Table 33 - Charge Cards in Circulation: % Growth 2017-2022
Table 34 - Charge Cards Transactions: % Growth 2017-2022
Table 35 - Commercial Charge Cards: Number of Cards in Circulation 2017-2022
Table 36 - Commercial Charge Cards Transactions 2017-2022
Table 37 - Commercial Charge Cards in Circulation: % Growth 2017-2022
Table 38 - Commercial Charge Cards Transactions: % Growth 2017-2022
Table 39 - Personal Charge Cards: Number of Cards in Circulation 2017-2022
Table 40 - Personal Charge Cards Transactions 2017-2022
Table 41 - Personal Charge Cards in Circulation: % Growth 2017-2022
Table 42 - Personal Charge Cards Transactions: % Growth 2017-2022
Table 43 - Charge Cards: Number of Cards by Issuer 2017-2021
Table 44 - Charge Cards: Number of Cards by Operator 2017-2021
Table 45 - Charge Cards Payment Transaction Value by Issuer 2017-2021
Table 46 - Charge Cards Payment Transaction Value by Operator 2017-2021
Table 47 - Commercial Charge Cards: Number of Cards by Issuer 2017-2021
Table 48 - Commercial Charge Cards: Number of Cards by Operator 2017-2021
Table 49 - Commercial Charge Cards Payment Transaction Value by Issuer 2017-2021
Table 50 - Commercial Charge Cards Payment Transaction Value by Operator 2017-2021
Table 51 - Personal Charge Cards: Number of Cards by Issuer 2017-2021
Table 52 - Personal Charge Cards: Number of Cards by Operator 2017-2021
Table 53 - Personal Charge Cards Transaction Value by Issuer 2017-2021
Table 54 - Personal Charge Cards Transaction Value by Operator 2017-2021
Table 55 - Forecast Charge Cards: Number of Cards in Circulation 2022-2027
Table 56 - Forecast Charge Cards Transactions 2022-2027
Table 57 - Forecast Charge Cards in Circulation: % Growth 2022-2027
Table 58 - Forecast Charge Cards Transactions: % Growth 2022-2027
Table 59 - Forecast Commercial Charge Cards: Number of Cards in Circulation 2022-2027
Table 60 - Forecast Commercial Charge Cards Transactions 2022-2027
Table 61 - Forecast Commercial Charge Cards in Circulation: % Growth 2022-2027
Table 62 - Forecast Commercial Charge Cards Transactions: % Growth 2022-2027
Table 63 - Forecast Personal Charge Cards: Number of Cards in Circulation 2022-2027
Table 64 - Forecast Personal Charge Cards Transactions 2022-2027
Table 65 - Forecast Personal Charge Cards in Circulation: % Growth 2022-2027
Table 66 - Forecast Personal Charge Cards Transactions: % Growth 2022-2027

Credit Cards in Egypt - Category analysis

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 67 - Credit Cards: Number of Cards in Circulation 2017-2022
Table 68 - Credit Cards Transactions 2017-2022
Table 69 - Credit Cards in Circulation: % Growth 2017-2022
Table 70 - Credit Cards Transactions: % Growth 2017-2022
Table 71 - Commercial Credit Cards: Number of Cards in Circulation 2017-2022
Table 72 - Commercial Credit Cards Transactions 2017-2022
Table 73 - Commercial Credit Cards in Circulation: % Growth 2017-2022
Table 74 - Commercial Credit Cards Transactions: % Growth 2017-2022
Table 75 - Personal Credit Cards: Number of Cards in Circulation 2017-2022
Table 76 - Personal Credit Cards Transactions 2017-2022
Table 77 - Personal Credit Cards in Circulation: % Growth 2017-2022
Table 78 - Personal Credit Cards Transactions: % Growth 2017-2022
Table 79 - Credit Cards: Number of Cards by Issuer 2017-2021
Table 80 - Credit Cards: Number of Cards by Operator 2017-2021
Table 81 - Credit Cards Payment Transaction Value by Issuer 2017-2021
Table 82 - Credit Cards Payment Transaction Value by Operator 2017-2021
Table 83 - Commercial Credit Cards: Number of Cards by Issuer 2017-2021
Table 84 - Commercial Credit Cards: Number of Cards by Operator 2017-2021
Table 85 - Commercial Credit Cards Payment Transaction Value by Issuer 2017-2021
Table 86 - Commercial Credit Cards Payment Transaction Value by Operator 2017-2021
Table 87 - Personal Credit Cards: Number of Cards by Issuer 2017-2021
Table 88 - Personal Credit Cards: Number of Cards by Operator 2017-2021
Table 89 - Personal Credit Cards Payment Transaction Value by Issuer 2017-2021
Table 90 - Personal Credit Cards Payment Transaction Value by Operator 2017-2021
Table 91 - Forecast Credit Cards: Number of Cards in Circulation 2022-2027
Table 92 - Forecast Credit Cards Transactions 2022-2027
Table 93 - Forecast Credit Cards in Circulation: % Growth 2022-2027
Table 94 - Forecast Credit Cards Transactions: % Growth 2022-2027
Table 95 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2022-2027
Table 96 - Forecast Commercial Credit Cards Transactions 2022-2027
Table 97 - Forecast Commercial Credit Cards in Circulation: % Growth 2022-2027
Table 98 - Forecast Commercial Credit Cards Transactions: % Growth 2022-2027
Table 99 - Forecast Personal Credit Cards: Number of Cards in Circulation 2022-2027
Table 100 - Forecast Personal Credit Cards Transactions 2022-2027
Table 101 - Forecast Personal Credit Cards in Circulation: % Growth 2022-2027
Table 102 - Forecast Personal Credit Cards Transactions: % Growth 2022-2027

Debit Cards in Egypt - Category analysis

**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 103 - Debit Cards: Number of Cards in Circulation 2017-2022
Table 104 - Debit Cards Transactions 2017-2022
Table 105 - Debit Cards in Circulation: % Growth 2017-2022
Table 106 - Debit Cards Transactions: % Growth 2017-2022
Table 107 - Debit Cards: Number of Cards by Issuer 2017-2021
Table 108 - Debit Cards: Number of Cards by Operator 2017-2021
Table 109 - Debit Cards Payment Transaction Value by Issuer 2017-2021
Table 110 - Debit Cards Payment Transaction Value by Operator 2017-2021
Table 111 - Forecast Debit Cards: Number of Cards in Circulation 2022-2027
Table 112 - Forecast Debit Cards Transactions 2022-2027
Table 113 - Forecast Debit Cards in Circulation: % Growth 2022-2027
Table 114 - Forecast Debit Cards Transactions: % Growth 2022-2027

Pre-Paid Cards in Egypt - Category analysis

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 115 - Pre-paid Cards: Number of Cards in Circulation 2017-2022
Table 116 - Pre-paid Cards Transactions 2017-2022
Table 117 - Pre-paid Cards in Circulation: % Growth 2017-2022
Table 118 - Pre-paid Cards Transactions: % Growth 2017-2022
Table 119 - Closed Loop Pre-paid Cards Transactions 2017-2022
Table 120 - Closed Loop Pre-paid Cards Transactions: % Growth 2017-2022
Table 121 - Open Loop Pre-paid Cards Transactions 2017-2022
Table 122 - Open Loop Pre-paid Cards Transactions: % Growth 2017-2022
Table 123 - Pre-paid Cards: Number of Cards by Issuer 2017-2021
Table 124 - Pre-paid Cards: Number of Cards by Operator 2017-2021
Table 125 - Pre-paid Cards Transaction Value by Issuer 2017-2021
Table 126 - Pre-paid Cards Transaction Value by Operator 2017-2021
Table 127 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021
Table 128 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2017-2021
Table 129 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2017-2021
Table 130 - Closed Loop Pre-paid Cards Transaction Value by Operator 2017-2021
Table 131 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021
Table 132 - Open Loop Pre-paid Cards: Number of Cards by Operator 2017-2021
Table 133 - Open Loop Pre-paid Cards Transaction Value by Issuer 2017-2021
Table 134 - Open Loop Pre-paid Cards Transaction Value by Operator 2017-2021
Table 135 - Forecast Pre-paid Cards: Number of Cards in Circulation 2022-2027
Table 136 - Forecast Pre-paid Cards Transactions 2022-2027
Table 137 - Forecast Pre-paid Cards in Circulation: % Growth 2022-2027
Table 138 - Forecast Pre-paid Cards Transactions: % Growth 2022-2027
Table 139 - Forecast Closed Loop Pre-paid Cards Transactions 2022-2027
Table 140 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2022-2027
Table 141 - Forecast Open Loop Pre-paid Cards Transactions 2022-2027
Table 142 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2022-2027

Store Cards in Egypt – Category analysis

2022 DEVELOPMENTS
Store cards not in use in Egypt, with few prospects for a change in the situation

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, focusing 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.