

Financial Cards and Payments in Egypt

November 2023

Table of Contents

EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

2023 key trends

Market developments: Network International and Misr Digital Innovation

A paradigm shift towards digital banking

What next for financial cards and payments?

MARKET INDICATORS

Table 1 - Number of POS Terminals: Units 2018-2023

Table 2 - Number of ATMs: Units 2018-2023

Table 3 - Value Lost to Fraud 2018-2023

Table 4 - Card Expenditure by Location 2023

Table 5 - Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 6 - Domestic versus Foreign Spend 2023

MARKET DATA

Table 7 - Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 8 - Financial Cards by Category: Number of Accounts 2018-2023

Table 9 - Financial Cards Transactions by Category: Value 2018-2023

Table 10 - Financial Cards by Category: Number of Transactions 2018-2023

Table 11 - Consumer Payments by Category: Value 2018-2023

Table 12 - Consumer Payments by Category: Number of Transactions 2018-2023

Table 13 - M-Commerce by Category: Value 2018-2023

Table 14 - M-Commerce by Category: % Value Growth 2018-2023

Table 15 - Financial Cards: Number of Cards by Issuer 2018-2022

Table 16 - Financial Cards: Number of Cards by Operator 2018-2022

Table 17 - Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 18 - Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 19 - Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 20 - Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 21 - Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 22 - Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 23 - Forecast Consumer Payments by Category: Value 2023-2028

Table 24 - Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 25 - Forecast M-Commerce by Category: Value 2023-2028

Table 26 - Forecast M-Commerce by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Charge Cards in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Charge cards persevere as an unfavoured payment method in Egypt

CATEGORY DATA

Table 27 - Charge Cards: Number of Cards in Circulation 2018-2023

Table 28 - Charge Cards Transactions 2018-2023

Table 29 - Charge Cards in Circulation: % Growth 2018-2023

Table 30 - Charge Cards Transactions: % Growth 2018-2023

Table 31 - Commercial Charge Cards: Number of Cards in Circulation 2018-2023

Table 32 - Commercial Charge Cards Transactions 2018-2023

Table 33 - Commercial Charge Cards in Circulation: % Growth 2018-2023

Table 34 - Commercial Charge Cards Transactions: % Growth 2018-2023

Table 35 - Personal Charge Cards: Number of Cards in Circulation 2018-2023

Table 36 - Personal Charge Cards Transactions 2018-2023

Table 37 - Personal Charge Cards in Circulation: % Growth 2018-2023

Table 38 - Personal Charge Cards Transactions: % Growth 2018-2023

Table 39 - Charge Cards: Number of Cards by Issuer 2018-2022

Table 40 - Charge Cards: Number of Cards by Operator 2018-2022

Table 41 - Charge Cards Payment Transaction Value by Issuer 2018-2022

Table 42 - Charge Cards Payment Transaction Value by Operator 2018-2022

Table 43 - Commercial Charge Cards: Number of Cards by Issuer 2018-2022

Table 44 - Commercial Charge Cards: Number of Cards by Operator 2018-2022

Table 45 - Commercial Charge Cards Payment Transaction Value by Issuer 2018-2022

Table 46 - Commercial Charge Cards Payment Transaction Value by Operator 2018-2022

Table 47 - Personal Charge Cards: Number of Cards by Issuer 2018-2022

Table 48 - Personal Charge Cards: Number of Cards by Operator 2018-2022

Table 49 - Personal Charge Cards Transaction Value by Issuer 2018-2022

Table 50 - Personal Charge Cards Transaction Value by Operator 2018-2022

Table 51 - Forecast Charge Cards: Number of Cards in Circulation 2023-2028

Table 52 - Forecast Charge Cards Transactions 2023-2028

Table 53 - Forecast Charge Cards in Circulation: % Growth 2023-2028

Table 54 - Forecast Charge Cards Transactions: % Growth 2023-2028

Table 55 - Forecast Commercial Charge Cards: Number of Cards in Circulation 2023-2028

Table 56 - Forecast Commercial Charge Cards Transactions 2023-2028

Table 57 - Forecast Commercial Charge Cards in Circulation: % Growth 2023-2028

Table 58 - Forecast Commercial Charge Cards Transactions: % Growth 2023-2028

Table 59 - Forecast Personal Charge Cards: Number of Cards in Circulation 2023-2028

Table 60 - Forecast Personal Charge Cards Transactions 2023-2028

Table 61 - Forecast Personal Charge Cards in Circulation: % Growth 2023-2028

Table 62 - Forecast Personal Charge Cards Transactions: % Growth 2023-2028

Credit Cards in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Credit Cards emerge as a thriving segment with tremendous growth potential in Egypt

Commercial International Bank (CIB) and Noon collaborate to introduce a special edition credit card

Agricultural Bank of Egypt pioneers eco-friendly and sustainable credit card

PROSPECTS AND OPPORTUNITIES

The National Bank of Egypt implements new credit risk management regulations

Shahry, Egypt's expanding Buy Now, Pay Later provider

Credit Agricole promotes banking with "A Winner Every Day" campaign

CATEGORY DATA

Table 63 - Credit Cards: Number of Cards in Circulation 2018-2023

Table 64 - Credit Cards Transactions 2018-2023

Table 65 - Credit Cards in Circulation: % Growth 2018-2023

Table 66 - Credit Cards Transactions: % Growth 2018-2023

Table 67 - Commercial Credit Cards: Number of Cards in Circulation 2018-2023

Table 68 - Commercial Credit Cards Transactions 2018-2023

Table 69 - Commercial Credit Cards in Circulation: % Growth 2018-2023

Table 70 - Commercial Credit Cards Transactions: % Growth 2018-2023

Table 71 - Personal Credit Cards: Number of Cards in Circulation 2018-2023

Table 72 - Personal Credit Cards Transactions 2018-2023

Table 73 - Personal Credit Cards in Circulation: % Growth 2018-2023

Table 74 - Personal Credit Cards Transactions: % Growth 2018-2023

Table 75 - Credit Cards: Number of Cards by Issuer 2018-2022

Table 76 - Credit Cards: Number of Cards by Operator 2018-2022

Table 77 - Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 78 - Credit Cards Payment Transaction Value by Operator 2018-2022

Table 79 - Commercial Credit Cards: Number of Cards by Issuer 2018-2022

Table 80 - Commercial Credit Cards: Number of Cards by Operator 2018-2022

Table 81 - Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 82 - Commercial Credit Cards Payment Transaction Value by Operator 2018-2022

Table 83 - Personal Credit Cards: Number of Cards by Issuer 2018-2022

Table 84 - Personal Credit Cards: Number of Cards by Operator 2018-2022

Table 85 - Personal Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 86 - Personal Credit Cards Payment Transaction Value by Operator 2018-2022

Table 87 - Forecast Credit Cards: Number of Cards in Circulation 2023-2028

Table 88 - Forecast Credit Cards Transactions 2023-2028

Table 89 - Forecast Credit Cards in Circulation: % Growth 2023-2028

Table 90 - Forecast Credit Cards Transactions: % Growth 2023-2028

Table 91 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028

Table 92 - Forecast Commercial Credit Cards Transactions 2023-2028

Table 93 - Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028

Table 94 - Forecast Commercial Credit Cards Transactions: % Growth 2023-2028

Table 95 - Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028

Table 96 - Forecast Personal Credit Cards Transactions 2023-2028

Table 97 - Forecast Personal Credit Cards in Circulation: % Growth 2023-2028

Table 98 - Forecast Personal Credit Cards Transactions: % Growth 2023-2028

Debit Cards in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Surge in debit card usage and new regulations amidst foreign currency challenges

New debit card usage limitations and bank regulations amidst foreign currency deficiency

Attijariwafa Bank launches groundbreaking women's debit card initiative

PROSPECTS AND OPPORTUNITIES

The Central Bank of Egypt takes a stride with new tokenisation legislation

Debit cards set to thrive with IPN's strategic development

E-payment dominates as the preferred choice for instant payment debit cards

CATEGORY DATA

Table 99 - Debit Cards: Number of Cards in Circulation 2018-2023

Table 100 - Debit Cards Transactions 2018-2023

Table 101 - Debit Cards in Circulation: % Growth 2018-2023

Table 102 - Debit Cards Transactions: % Growth 2018-2023

Table 103 - Debit Cards: Number of Cards by Issuer 2018-2022
Table 104 - Debit Cards: Number of Cards by Operator 2018-2022
Table 105 - Debit Cards Payment Transaction Value by Issuer 2018-2022
Table 106 - Debit Cards Payment Transaction Value by Operator 2018-2022
Table 107 - Forecast Debit Cards: Number of Cards in Circulation 2023-2028
Table 108 - Forecast Debit Cards Transactions 2023-2028
Table 109 - Forecast Debit Cards in Circulation: % Growth 2023-2028
Table 110 - Forecast Debit Cards Transactions: % Growth 2023-2028

Pre-Paid Cards in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Pre-paid cards continue to thrive in Egypt
Temporary halt: Pre-paid card usage for international transactions by the Central Bank of Egypt
Governmental initiatives fuelling the growth of e-wallets and pre-paid networks

PROSPECTS AND OPPORTUNITIES

Pre-paid cards set to replace governmental ration cards, enhancing accessibility
Rising fintech Opay Egypt granted authorisation to issue pre-paid cards
Fawry revolutionises transactions with the launch of the Yellow Card

CATEGORY DATA

Table 111 - Pre-paid Cards: Number of Cards in Circulation 2018-2023
Table 112 - Pre-paid Cards Transactions 2018-2023
Table 113 - Pre-paid Cards in Circulation: % Growth 2018-2023
Table 114 - Pre-paid Cards Transactions: % Growth 2018-2023
Table 115 - Closed Loop Pre-paid Cards Transactions 2018-2023
Table 116 - Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023
Table 117 - Open Loop Pre-paid Cards Transactions 2018-2023
Table 118 - Open Loop Pre-paid Cards Transactions: % Growth 2018-2023
Table 119 - Pre-paid Cards: Number of Cards by Issuer 2018-2022
Table 120 - Pre-paid Cards: Number of Cards by Operator 2018-2022
Table 121 - Pre-paid Cards Transaction Value by Issuer 2018-2022
Table 122 - Pre-paid Cards Transaction Value by Operator 2018-2022
Table 123 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022
Table 124 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022
Table 125 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022
Table 126 - Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022
Table 127 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022
Table 128 - Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022
Table 129 - Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022
Table 130 - Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022
Table 131 - Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028
Table 132 - Forecast Pre-paid Cards Transactions 2023-2028
Table 133 - Forecast Pre-paid Cards in Circulation: % Growth 2023-2028
Table 134 - Forecast Pre-paid Cards Transactions: % Growth 2023-2028
Table 135 - Forecast Closed Loop Pre-paid Cards Transactions 2023-2028
Table 136 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028
Table 137 - Forecast Open Loop Pre-paid Cards Transactions 2023-2028
Table 138 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

2023 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, 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/financial-cards-and-payments-in-egypt/report.