

Store Cards in Morocco

November 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Charge cards seen as smart financial planning tools
Inflationary pressure push up charge card transaction value
Tourism recovery gives new impetus to charge card usage

PROSPECTS AND OPPORTUNITIES

Growing competition from debit cards issued to mobile application users
Buy Now Pay Later threatens to make charge cards redundant
Charge cards likely to maintain greater popularity than credit cards

CATEGORY DATA

Table 1 - Charge Cards: Number of Cards in Circulation 2018-2023
Table 2 - Charge Cards Transactions 2018-2023
Table 3 - Charge Cards in Circulation: % Growth 2018-2023
Table 4 - Charge Cards Transactions: % Growth 2018-2023
Table 5 - Commercial Charge Cards: Number of Cards in Circulation 2018-2023
Table 6 - Commercial Charge Cards Transactions 2018-2023
Table 7 - Commercial Charge Cards in Circulation: % Growth 2018-2023
Table 8 - Commercial Charge Cards Transactions: % Growth 2018-2023
Table 9 - Personal Charge Cards: Number of Cards in Circulation 2018-2023
Table 10 - Personal Charge Cards Transactions 2018-2023
Table 11 - Personal Charge Cards in Circulation: % Growth 2018-2023
Table 12 - Personal Charge Cards Transactions: % Growth 2018-2023
Table 13 - Charge Cards: Number of Cards by Issuer 2018-2022
Table 14 - Charge Cards: Number of Cards by Operator 2018-2022
Table 15 - Charge Cards Payment Transaction Value by Issuer 2018-2022
Table 16 - Charge Cards Payment Transaction Value by Operator 2018-2022
Table 17 - Commercial Charge Cards: Number of Cards by Issuer 2018-2022
Table 18 - Commercial Charge Cards: Number of Cards by Operator 2018-2022
Table 19 - Commercial Charge Cards Payment Transaction Value by Issuer 2018-2022
Table 20 - Commercial Charge Cards Payment Transaction Value by Operator 2018-2022
Table 21 - Personal Charge Cards: Number of Cards by Issuer 2018-2022
Table 22 - Personal Charge Cards: Number of Cards by Operator 2018-2022
Table 23 - Personal Charge Cards Transaction Value by Issuer 2018-2022
Table 24 - Personal Charge Cards Transaction Value by Operator 2018-2022
Table 25 - Forecast Charge Cards: Number of Cards in Circulation 2023-2028
Table 26 - Forecast Charge Cards Transactions 2023-2028
Table 27 - Forecast Charge Cards in Circulation: % Growth 2023-2028
Table 28 - Forecast Charge Cards Transactions: % Growth 2023-2028
Table 29 - Forecast Commercial Charge Cards: Number of Cards in Circulation 2023-2028
Table 30 - Forecast Commercial Charge Cards Transactions 2023-2028
Table 31 - Forecast Commercial Charge Cards in Circulation: % Growth 2023-2028
Table 32 - Forecast Commercial Charge Cards Transactions: % Growth 2023-2028
Table 33 - Forecast Personal Charge Cards: Number of Cards in Circulation 2023-2028
Table 34 - Forecast Personal Charge Cards Transactions 2023-2028
Table 35 - Forecast Personal Charge Cards in Circulation: % Growth 2023-2028
Table 36 - Forecast Personal Charge Cards Transactions: % Growth 2023-2028

KEY DATA FINDINGS

2023 DEVELOPMENTS

Credit cards continue to suffer from negative perception
Buy Now Pay Later represents competitive threat to credit cards
Carrefour Maroc woos locals with simplified application process

PROSPECTS AND OPPORTUNITIES

Competition in BNPL space will force banks to rethink their credit card offering
Free debit cards for mobile app users to impact on credit card growth
“Credit card on delivery” solution could support category value growth

CATEGORY DATA

Table 37 - Credit Cards: Number of Cards in Circulation 2018-2023
Table 38 - Credit Cards Transactions 2018-2023
Table 39 - Credit Cards in Circulation: % Growth 2018-2023
Table 40 - Credit Cards Transactions: % Growth 2018-2023
Table 41 - Commercial Credit Cards: Number of Cards in Circulation 2018-2023
Table 42 - Commercial Credit Cards Transactions 2018-2023
Table 43 - Commercial Credit Cards in Circulation: % Growth 2018-2023
Table 44 - Commercial Credit Cards Transactions: % Growth 2018-2023
Table 45 - Personal Credit Cards: Number of Cards in Circulation 2018-2023
Table 46 - Personal Credit Cards Transactions 2018-2023
Table 47 - Personal Credit Cards in Circulation: % Growth 2018-2023
Table 48 - Personal Credit Cards Transactions: % Growth 2018-2023
Table 49 - Credit Cards: Number of Cards by Issuer 2018-2022
Table 50 - Credit Cards: Number of Cards by Operator 2018-2022
Table 51 - Credit Cards Payment Transaction Value by Issuer 2018-2022
Table 52 - Credit Cards Payment Transaction Value by Operator 2018-2022
Table 53 - Commercial Credit Cards: Number of Cards by Issuer 2018-2022
Table 54 - Commercial Credit Cards: Number of Cards by Operator 2018-2022
Table 55 - Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022
Table 56 - Commercial Credit Cards Payment Transaction Value by Operator 2018-2022
Table 57 - Personal Credit Cards: Number of Cards by Issuer 2018-2022
Table 58 - Personal Credit Cards: Number of Cards by Operator 2018-2022
Table 59 - Personal Credit Cards Payment Transaction Value by Issuer 2018-2022
Table 60 - Personal Credit Cards Payment Transaction Value by Operator 2018-2022
Table 61 - Forecast Credit Cards: Number of Cards in Circulation 2023-2028
Table 62 - Forecast Credit Cards Transactions 2023-2028
Table 63 - Forecast Credit Cards in Circulation: % Growth 2023-2028
Table 64 - Forecast Credit Cards Transactions: % Growth 2023-2028
Table 65 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028
Table 66 - Forecast Commercial Credit Cards Transactions 2023-2028
Table 67 - Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028
Table 68 - Forecast Commercial Credit Cards Transactions: % Growth 2023-2028
Table 69 - Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028
Table 70 - Forecast Personal Credit Cards Transactions 2023-2028
Table 71 - Forecast Personal Credit Cards in Circulation: % Growth 2023-2028
Table 72 - Forecast Personal Credit Cards Transactions: % Growth 2023-2028

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

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Debit cards remain most popular financial cards in Morocco
Mobile payments gain ground as players work to woo Moroccans
Major bank drops fees and commissions for international debit card payments

PROSPECTS AND OPPORTUNITIES

Shift away from cash set to boost debit card numbers
Banks will target teenagers with new packages
Increased uptake of e-wallets a key driver of debit card transaction value growth

CATEGORY DATA

Table 73 - Debit Cards: Number of Cards in Circulation 2018-2023
Table 74 - Debit Cards Transactions 2018-2023
Table 75 - Debit Cards in Circulation: % Growth 2018-2023
Table 76 - Debit Cards Transactions: % Growth 2018-2023
Table 77 - Debit Cards: Number of Cards by Issuer 2018-2022
Table 78 - Debit Cards: Number of Cards by Operator 2018-2022
Table 79 - Debit Cards Payment Transaction Value by Issuer 2018-2022
Table 80 - Debit Cards Payment Transaction Value by Operator 2018-2022
Table 81 - Forecast Debit Cards: Number of Cards in Circulation 2023-2028
Table 82 - Forecast Debit Cards Transactions 2023-2028
Table 83 - Forecast Debit Cards in Circulation: % Growth 2023-2028
Table 84 - Forecast Debit Cards Transactions: % Growth 2023-2028

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

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Pre-paid cards remain in decline in 2023
Pre-paid cards suffer from lack of innovation though do hold some advantages
Moroccan consumers enjoy easy access to pre-paid cards

PROSPECTS AND OPPORTUNITIES

Decline is set to continue
Greater financial inclusion to further undermine demand
Online shopping, e-wallets and mobile wallets will hinder overall category performance

CATEGORY DATA

Table 85 - Pre-paid Cards: Number of Cards in Circulation 2018-2023
Table 86 - Pre-paid Cards Transactions 2018-2023
Table 87 - Pre-paid Cards in Circulation: % Growth 2018-2023
Table 88 - Pre-paid Cards Transactions: % Growth 2018-2023
Table 89 - Closed Loop Pre-paid Cards Transactions 2018-2023
Table 90 - Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023
Table 91 - Pre-paid Cards: Number of Cards by Issuer 2018-2022
Table 92 - Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 93 - Pre-paid Cards Transaction Value by Issuer 2018-2022
Table 94 - Pre-paid Cards Transaction Value by Operator 2018-2022
Table 95 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022
Table 96 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022
Table 97 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022
Table 98 - Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022
Table 99 - Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028
Table 100 - Forecast Pre-paid Cards Transactions 2023-2028
Table 101 - Forecast Pre-paid Cards in Circulation: % Growth 2023-2028
Table 102 - Forecast Pre-paid Cards Transactions: % Growth 2023-2028
Table 103 - Forecast Closed Loop Pre-paid Cards Transactions 2023-2028
Table 104 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028

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

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Popularity continues to fall though leading retailers offer cashback incentives in a bit to support store card usage
Shift to digital space accelerates
Low consumer awareness hampers progress, with Carrefour Maroc offering new option

PROSPECTS AND OPPORTUNITIES

Consumer awareness of store cards to remain limited to savvy urban residents
Other card types remain serious competitive threat to category growth
Shrinking purchasing power puts pressure on value growth

CATEGORY DATA

Table 105 - Store Cards: Number of Cards in Circulation 2018-2023
Table 106 - Store Cards Transactions 2018-2023
Table 107 - Store Cards in Circulation: % Growth 2018-2023
Table 108 - Store Cards Transactions: % Growth 2018-2023
Table 109 - Store Cards: Number of Cards by Issuer 2018-2022
Table 110 - Store Cards: Payment Transaction Value by Issuer 2018-2022
Table 111 - Forecast Store Cards: Number of Cards in Circulation 2023-2028
Table 112 - Forecast Store Cards Transactions 2023-2028
Table 113 - Forecast Store Cards in Circulation: % Growth 2023-2028
Table 114 - Forecast Store Cards Transactions: % Growth 2023-2028

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

EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture
2023 key trends
Competitive landscape
What next for financial cards and payments?

MARKET INDICATORS

Table 115 - Number of POS Terminals: Units 2018-2023
Table 116 - Number of ATMs: Units 2018-2023
Table 117 - Value Lost to Fraud 2018-2023
Table 118 - Card Expenditure by Location 2023

Table 119 - Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 120 - Domestic versus Foreign Spend 2023

MARKET DATA

Table 121 - Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 122 - Financial Cards by Category: Number of Accounts 2018-2023

Table 123 - Financial Cards Transactions by Category: Value 2018-2023

Table 124 - Financial Cards by Category: Number of Transactions 2018-2023

Table 125 - Consumer Payments by Category: Value 2018-2023

Table 126 - Consumer Payments by Category: Number of Transactions 2018-2023

Table 127 - M-Commerce by Category: Value 2018-2023

Table 128 - M-Commerce by Category: % Value Growth 2018-2023

Table 129 - Financial Cards: Number of Cards by Issuer 2018-2022

Table 130 - Financial Cards: Number of Cards by Operator 2018-2022

Table 131 - Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 132 - Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 133 - Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 134 - Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 135 - Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 136 - Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 137 - Forecast Consumer Payments by Category: Value 2023-2028

Table 138 - Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 139 - Forecast M-Commerce by Category: Value 2023-2028

Table 140 - Forecast M-Commerce by Category: % Value Growth 2023-2028

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/store-cards-in-morocco/report.