

Charge Cards in Turkey

<https://marketpublishers.com/r/C9123181E69EN.html>

Date: November 2023

Pages: 3

Price: US\$ 990.00 (Single User License)

ID: C9123181E69EN

Abstracts

Charge cards were not issued by banks in Turkey at the end of the review period. Instead, credit cards and debit cards remain the two main types of financial card. Consumers who use credit cards employ them mostly for the “pay later” function, while they use debit cards, which do not have a “pay later” function, for micropayments. Over the forecast period, banks may launch products with charge card functions to diversify their card portfolios.

Euromonitor International's Charge Card Transactions in Turkey report establishes the size and structure of the market for ATMs cards, smart cards, credit cards, debit cards, charge cards, pre-paid cards and store cards. It looks at key players in the market (issuers and operators), number of cards in circulation, numbers transactions and value of transactions. It offers strategic analysis of sector forecasts and trends to watch.

Product coverage: Commercial Charge Card Transactions, Personal Charge Card Transactions.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Charge Card Transactions market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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