

Financial Cards and Payments in Middle East and Africa

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Abstracts

While consumers in the Middle East and Africa region continue to increase their usage of card payments and the digitalisation of the financial industry also continues to advance, cash still remains important in many countries, especially the African nations. However, electronic and card payments are expected to continue gaining ground in the coming years, particularly given the stated ambitions of many countries to become cashless economies.

Euromonitor International's Financial Cards and Payments in Middle East and Africa global briefing offers insight into the size and shape of the Consumer Finance market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and offers strategic analysis of key factors influencing the market. Forecasts provide an invaluable perspective on market evolution and the criteria for success. The briefing leverages Euromonitor International's 360-degree coverage of the global payments' landscape including insight on consumer debt.

Product coverage: Consumer Lending, E-Commerce in Proximity Location by Industry, Financial Cards and Payments.

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

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Get a detailed picture of the Consumer Finance 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.

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