

Pre-Paid Transactions in Egypt

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Abstracts

Open loop pre-paid cards were first launched in Egypt in 2011, even though relatively few banks issued them initially. With the strong growth being registered in internet retailing in Egypt, however, pre-paid cards have become more popular among Egyptian consumers and in 2014 13 of the country's banks had already started to issue them.

Euromonitor International's Pre-Paid Transactions in Egypt 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: Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid 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 Pre-Paid 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.

Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Pre-paid Cards Transactions 2009-2014

Table 2 Pre-paid Cards: Number of Cards in Circulation 2009-2014

Table 3 Pre-paid Cards Transactions: % Growth 2011-2014

Table 4 Pre-paid Cards in Circulation: % Growth 2011-2014

Table 5 Open Loop Pre-paid Cards Transactions 2009-2014

Table 6 Open Loop Pre-paid Cards Transactions: % Growth 2011-2014

Table 7 Pre-paid Cards: Number of Cards by Issuer 2009-2013

Table 8 Pre-paid Cards: Number of Cards by Operator 2009-2013

Table 9 Pre-paid Cards Transaction Value by Issuer 2009-2013

Table 10 Pre-paid Cards Transaction Value by Operator 2009-2013

Table 11 Open Loop Pre-paid Cards: Number of Cards by Issuer 2009-2013

Table 12 Open Loop Pre-paid Cards: Number of Cards by Operator 2009-2013

Table 13 Open Loop Pre-paid Cards Transaction Value by Issuer 2009-2013

Table 14 Open Loop Pre-paid Cards Transaction Value by Operator 2009-2013

Table 15 Forecast Pre-paid Cards Transactions 2014-2019

Table 16 Forecast Pre-paid Cards: Number of Cards in Circulation 2014-2019

Table 17 Forecast Pre-paid Cards Transactions: % Growth 2014-2019

Table 18 Forecast Pre-paid Cards in Circulation: % Growth 2014-2019

Table 19 Forecast Open Loop Pre-paid Cards Transactions 2014-2019

Table 20 Forecast Open Loop Pre-paid Cards Transactions: % Growth 2014-2019

Bank Misr in Financial Cards and Payments (egypt)

Strategic Direction

Key Facts

Summary 1 Bank Misr: Operational Indicators

Company Background

Competitive Positioning

Summary 2 Bank Misr: Competitive Position 2013

Commercial International Bank in Financial Cards and Payments (egypt)

Strategic Direction

Key Facts

Summary 3 Commercial International Bank: Operational Indicators

Company Background

Competitive Positioning

Summary 4 Commercial International Bank: Competitive Position 2013

National Bank of Egypt in Financial Cards and Payments (egypt)

Strategic Direction

Key Facts

Summary 5 National Bank of Egypt financial indicators

Company Background

Competitive Positioning

Summary 6 National Bank of Egypt: Competitive Position 2013

Executive Summary

Growth of Financial Cards Became Lower But Not Negative

Financial Cards Offer Higher Levels of Security During Transactions

Competition Is Increasing Among the Leading Players in Financial Cards in Egypt

Telephone Banking and Internet Banking Increase Level of Convenience for Consumers

Future of Financial Cards in Egypt

Key Trends and Developments

Positive Development of Financial Cards and Cheques in Egypt During 2014

Debit Cards Dominate While Pre-paid Cards Grow Rapidly

M-commerce Developing in Egypt

Market Indicators

Table 21 Number of POS Terminals: Units 2009-2014

Table 22 Number of ATMs: Units 2009-2014

Table 23 Value Lost to Fraud 2009-2014

Table 24 Card Expenditure by Location 2014

Table 25 Financial Cards in Circulation by Type: % Number of Cards 2009-2014

Table 26 Domestic versus Foreign Spend 2014

Market Data

Table 27 Financial Cards by Category: Number of Cards in Circulation 2009-2014

Table 28 Financial Cards Transactions by Category: Value 2009-2014

Table 29 Financial Cards by Category: Number of Transactions 2009-2014

Table 30 Financial Cards by Category: Number of Accounts 2009-2014

Table 31 Consumer Payments by Category: Value 2009-2014

Table 32 Consumer Payments by Category: Number of Transactions 2009-2014

Table 33 M-Commerce by Category: Value 2009-2014

Table 34 M-Commerce by Category: % Value Growth 2009-2014

Table 35 Financial Cards: Number of Cards by Issuer 2009-2013

Table 36 Financial Cards: Number of Cards by Operator 2009-2013

Table 37 Financial Cards: Card Payment Transactions Value by Operator 2009-2013

Table 38 Financial Cards: Card Payment Transactions Value by Issuer 2009-2013

Table 39 Forecast Financial Cards by Category: Number of Cards in Circulation
2014-2019

Table 40 Forecast Financial Cards Transactions by Category: Value 2014-2019

Table 41 Forecast Financial Cards by Category: Number of Transactions 2014-2019

Table 42 Forecast Financial Cards by Category: Number of Accounts 2014-2019

Table 43 Forecast Consumer Payments by Category: Value 2014-2019

Table 44 Forecast Consumer Payments by Category: Number of Transactions
2014-2019

Table 45 Forecast M-Commerce by Category: Value 2014-2019

Table 46 Forecast M-Commerce by Category: % Value Growth 2014-2019

Definitions

Sources

Summary 7 Research Sources

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