



# Financial Cards and Payments in Israel

February 2026

Table of Contents

### EXECUTIVE SUMMARY

Strong momentum in Israel's credit market in 2025

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Reliance on credit cards to cover the rising cost of living

Increasing number of co-branded cards

Fintech players granted licences to operate in Isreal in July 2025

#### WHAT'S NEXT?

Slowed growth of cards in circulation as consumers increasingly opt for virtual cards

#### COMPETITIVE LANDSCAPE

Leading issuer IsraCard Ltd acquired by Delek Group

ICC CAL the most dynamic issuer due to heightened market interest

#### MARKET INDICATORS

Table 1 - Number of POS Terminals: Units 2020-2025

Table 2 - Number of ATMs: Units 2020-2025

Table 3 - Value Lost to Fraud 2020-2025

Table 4 - Card Expenditure by Location 2025

Table 5 - Financial Cards in Circulation by Type: % Number of Cards 2020-2025

Table 6 - Domestic versus Foreign Spend 2025

#### MARKET DATA

Table 7 - Financial Cards by Category: Number of Cards in Circulation 2020-2025

Table 8 - Financial Cards by Category: Number of Accounts 2020-2025

Table 9 - Financial Cards Transactions by Category: Value 2020-2025

Table 10 - Financial Cards by Category: Number of Transactions 2020-2025

Table 11 - Consumer Payments by Category: Value 2020-2025

Table 12 - Consumer Payments by Category: Number of Transactions 2020-2025

Table 13 - M-Commerce by Category: Value 2020-2025

Table 14 - M-Commerce by Category: % Value Growth 2020-2025

Table 15 - Financial Cards: Number of Cards by Issuer 2020-2024

Table 16 - Financial Cards: Number of Cards by Operator 2020-2024

Table 17 - Financial Cards: Card Payment Transactions Value by Operator 2020-2024

Table 18 - Financial Cards: Card Payment Transactions Value by Issuer 2020-2024

Table 19 - Forecast Financial Cards by Category: Number of Cards in Circulation 2025-2030

Table 20 - Forecast Financial Cards by Category: Number of Accounts 2025-2030

Table 21 - Forecast Financial Cards Transactions by Category: Value 2025-2030

Table 22 - Forecast Financial Cards by Category: Number of Transactions 2025-2030

Table 23 - Forecast Consumer Payments by Category: Value 2025-2030

Table 24 - Forecast Consumer Payments by Category: Number of Transactions 2025-2030

Table 25 - Forecast M-Commerce by Category: Value 2025-2030

Table 26 - Forecast M-Commerce by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

## Charge Cards in Israel - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Constrained growth in 2025

#### INDUSTRY PERFORMANCE

Consumer preference for credit cards impacts charge cards

#### WHAT'S NEXT?

Limited expansion with a migration to digital payment systems and the rise of fintech players

Increasing reliance on more flexible credit cards

Rise in cryptocurrency cards

#### COMPETITIVE LANDSCAPE

IsraCard Ltd leads in cards in circulation with its wide range of options

ICC CAL's performance supported by its move into co-branded cards

#### CATEGORY DATA

Table 27 - Charge Cards: Number of Cards in Circulation 2020-2025

Table 28 - Charge Cards Transactions 2020-2025

Table 29 - Charge Cards in Circulation: % Growth 2020-2025

Table 30 - Charge Cards Transactions: % Growth 2020-2025

Table 31 - Commercial Charge Cards: Number of Cards in Circulation 2020-2025

Table 32 - Commercial Charge Cards Transactions 2020-2025

Table 33 - Commercial Charge Cards in Circulation: % Growth 2020-2025

Table 34 - Commercial Charge Cards Transactions: % Growth 2020-2025

Table 35 - Personal Charge Cards: Number of Cards in Circulation 2020-2025

Table 36 - Personal Charge Cards Transactions 2020-2025

Table 37 - Personal Charge Cards in Circulation: % Growth 2020-2025

Table 38 - Personal Charge Cards Transactions: % Growth 2020-2025

Table 39 - Charge Cards: Number of Cards by Issuer 2020-2024

Table 40 - Charge Cards: Number of Cards by Operator 2020-2024

Table 41 - Charge Cards Payment Transaction Value by Issuer 2020-2024

Table 42 - Charge Cards Payment Transaction Value by Operator 2020-2024

Table 43 - Commercial Charge Cards: Number of Cards by Issuer 2020-2024

Table 44 - Commercial Charge Cards: Number of Cards by Operator 2020-2024

Table 45 - Commercial Charge Cards Payment Transaction Value by Issuer 2020-2024

Table 46 - Commercial Charge Cards Payment Transaction Value by Operator 2020-2024

Table 47 - Personal Charge Cards: Number of Cards by Issuer 2020-2024

Table 48 - Personal Charge Cards: Number of Cards by Operator 2020-2024

Table 49 - Personal Charge Cards Transaction Value by Issuer 2020-2024

Table 50 - Personal Charge Cards Transaction Value by Operator 2020-2024

Table 51 - Forecast Charge Cards: Number of Cards in Circulation 2025-2030

Table 52 - Forecast Charge Cards Transactions 2025-2030

Table 53 - Forecast Charge Cards in Circulation: % Growth 2025-2030

Table 54 - Forecast Charge Cards Transactions: % Growth 2025-2030

Table 55 - Forecast Commercial Charge Cards: Number of Cards in Circulation 2025-2030

Table 56 - Forecast Commercial Charge Cards Transactions 2025-2030

Table 57 - Forecast Commercial Charge Cards in Circulation: % Growth 2025-2030

Table 58 - Forecast Commercial Charge Cards Transactions: % Growth 2025-2030

Table 59 - Forecast Personal Charge Cards: Number of Cards in Circulation 2025-2030

Table 60 - Forecast Personal Charge Cards Transactions 2025-2030

Table 61 - Forecast Personal Charge Cards in Circulation: % Growth 2025-2030

Table 62 - Forecast Personal Charge Cards Transactions: % Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

### Credit Cards in Israel - Category analysis

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Rising cost of living and incentives fuel growth in 2025

##### INDUSTRY PERFORMANCE

Significant changes among credit card operators following the Strum Law

Strong demand for credit cards supported by issuers offering a variety of incentives

Impact of higher interest rates and VAT increase

Difference between consumers using credit cards depending on their status

##### WHAT'S NEXT?

Rising cost of living to drive credit card usage

Benefits of the liberalisation of the credit card industry

Fintech players Rapyd and Mesh Payments set to shake up the market

##### COMPETITIVE LANDSCAPE

Visa leads, maintaining strong visibility and a significant presence in co-branded offerings

ICC CAL most dynamic issuer, expanding partnerships ahead of its sale

##### CATEGORY DATA

Table 63 - Credit Cards: Number of Cards in Circulation 2020-2025

Table 64 - Credit Cards Transactions 2020-2025

Table 65 - Credit Cards in Circulation: % Growth 2020-2025

Table 66 - Credit Cards Transactions: % Growth 2020-2025

Table 67 - Commercial Credit Cards: Number of Cards in Circulation 2020-2025

Table 68 - Commercial Credit Cards Transactions 2020-2025

Table 69 - Commercial Credit Cards in Circulation: % Growth 2020-2025

Table 70 - Commercial Credit Cards Transactions: % Growth 2020-2025

Table 71 - Personal Credit Cards: Number of Cards in Circulation 2020-2025

Table 72 - Personal Credit Cards Transactions 2020-2025

Table 73 - Personal Credit Cards in Circulation: % Growth 2020-2025

Table 74 - Personal Credit Cards Transactions: % Growth 2020-2025

Table 75 - Credit Cards: Number of Cards by Issuer 2020-2024

Table 76 - Credit Cards: Number of Cards by Operator 2020-2024

Table 77 - Credit Cards Payment Transaction Value by Issuer 2020-2024

Table 78 - Credit Cards Payment Transaction Value by Operator 2020-2024

Table 79 - Commercial Credit Cards: Number of Cards by Issuer 2020-2024

Table 80 - Commercial Credit Cards: Number of Cards by Operator 2020-2024

Table 81 - Commercial Credit Cards Payment Transaction Value by Issuer 2020-2024

Table 82 - Commercial Credit Cards Payment Transaction Value by Operator 2020-2024

Table 83 - Personal Credit Cards: Number of Cards by Issuer 2020-2024

Table 84 - Personal Credit Cards: Number of Cards by Operator 2020-2024

Table 85 - Personal Credit Cards Payment Transaction Value by Issuer 2020-2024

Table 86 - Personal Credit Cards Payment Transaction Value by Operator 2020-2024

Table 87 - Forecast Credit Cards: Number of Cards in Circulation 2025-2030

Table 88 - Forecast Credit Cards Transactions 2025-2030

Table 89 - Forecast Credit Cards in Circulation: % Growth 2025-2030  
Table 90 - Forecast Credit Cards Transactions: % Growth 2025-2030  
Table 91 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2025-2030  
Table 92 - Forecast Commercial Credit Cards Transactions 2025-2030  
Table 93 - Forecast Commercial Credit Cards in Circulation: % Growth 2025-2030  
Table 94 - Forecast Commercial Credit Cards Transactions: % Growth 2025-2030  
Table 95 - Forecast Personal Credit Cards: Number of Cards in Circulation 2025-2030  
Table 96 - Forecast Personal Credit Cards Transactions 2025-2030  
Table 97 - Forecast Personal Credit Cards in Circulation: % Growth 2025-2030  
Table 98 - Forecast Personal Credit Cards Transactions: % Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

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

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Debt caution and rising competition from credit cards in 2025

#### INDUSTRY PERFORMANCE

Modest growth with rising consumer concern about debt levels

Increasing number of consumers shift toward credit cards

#### WHAT'S NEXT?

Growth supported by consumers seeking to manage their spending

Expansion limited by rapid rise in credit card usage

Potential renewed interest

#### COMPETITIVE LANDSCAPE

Mastercard maintains its leadership in the debit card market

Max IT Finance Ltd records dynamic growth from a low base

#### CATEGORY DATA

Table 99 - Debit Cards: Number of Cards in Circulation 2020-2025  
Table 100 - Debit Cards Transactions 2020-2025  
Table 101 - Debit Cards in Circulation: % Growth 2020-2025  
Table 102 - Debit Cards Transactions: % Growth 2020-2025  
Table 103 - Debit Cards: Number of Cards by Issuer 2020-2024  
Table 104 - Debit Cards: Number of Cards by Operator 2020-2024  
Table 105 - Debit Cards Payment Transaction Value by Issuer 2020-2024  
Table 106 - Debit Cards Payment Transaction Value by Operator 2020-2024  
Table 107 - Forecast Debit Cards: Number of Cards in Circulation 2025-2030  
Table 108 - Forecast Debit Cards Transactions 2025-2030  
Table 109 - Forecast Debit Cards in Circulation: % Growth 2025-2030  
Table 110 - Forecast Debit Cards Transactions: % Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

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

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Modest growth with rising demand for credit cards

## INDUSTRY PERFORMANCE

Pre-paid cards remain popular for children and young adults

Impact of fintech Prepay

## WHAT'S NEXT?

Growth supported by consumers seeking to control their spending

Open loop cards set to benefit from the resumption of international travel

Migration towards digital forms of payment will impact physical cards

## COMPETITIVE LANDSCAPE

Max IT Finance retains its overall lead

IsraCard benefits from its wide national reach in open loop pre-paid cards

## CATEGORY DATA

Table 111 - Pre-paid Cards: Number of Cards in Circulation 2020-2025

Table 112 - Pre-paid Cards Transactions 2020-2025

Table 113 - Pre-paid Cards in Circulation: % Growth 2020-2025

Table 114 - Pre-paid Cards Transactions: % Growth 2020-2025

Table 115 - Closed Loop Pre-paid Cards Transactions 2020-2025

Table 116 - Closed Loop Pre-paid Cards Transactions: % Growth 2020-2025

Table 117 - Open Loop Pre-paid Cards Transactions 2020-2025

Table 118 - Open Loop Pre-paid Cards Transactions: % Growth 2020-2025

Table 119 - Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 120 - Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 121 - Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 122 - Pre-paid Cards Transaction Value by Operator 2020-2024

Table 123 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 124 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 125 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 126 - Closed Loop Pre-paid Cards Transaction Value by Operator 2020-2024

Table 127 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 128 - Open Loop Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 129 - Open Loop Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 130 - Open Loop Pre-paid Cards Transaction Value by Operator 2020-2024

Table 131 - Forecast Pre-paid Cards: Number of Cards in Circulation 2025-2030

Table 132 - Forecast Pre-paid Cards Transactions 2025-2030

Table 133 - Forecast Pre-paid Cards in Circulation: % Growth 2025-2030

Table 134 - Forecast Pre-paid Cards Transactions: % Growth 2025-2030

Table 135 - Forecast Closed Loop Pre-paid Cards Transactions 2025-2030

Table 136 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2025-2030

Table 137 - Forecast Open Loop Pre-paid Cards Transactions 2025-2030

Table 138 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

### 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-israel/report](http://www.euromonitor.com/financial-cards-and-payments-in-israel/report).