



Euromonitor  
International

# Debit Cards in Turkey

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Consumers increasingly rely on credit cards to manage daily expenses and preserve purchasing power

### INDUSTRY PERFORMANCE

Expansion in the banked population and high inflation ensure broader credit card ownership

Growth of e-commerce and mobile phone-based payments accelerate credit card usage

### WHAT'S NEXT?

Further expansion supported by a well-established and technologically advanced banking infrastructure

Premium cards cater to consumers seeking a more tailored and value-added banking experience

Issuers that can offer enhanced security, integrated digital experiences, and tailored value-added services will be better positioned to succeed

### COMPETITIVE LANDSCAPE

Visa's broad infrastructure and continuous innovation ensure it remains at the forefront of the credit card market

With a focus on security, digital innovation, and added-value services, Yapi ve Kredi Bankasi is the leading issuer

Isbank's dynamism driven by its innovation, broad customer reach, and strong digital transformation

Mastercard expands its presence through collaborations and investing in advanced payment technologies

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Strong growth as consumers increasingly choose debit cards over cash

### INDUSTRY PERFORMANCE

Behavioural shift driven by the ease and speed of contactless debit card payments

Banks support growth through tailored loyalty campaigns and emphasising the security advantages of debit card transactions

### WHAT'S NEXT?

Further growth with banks increasingly promoting debit cards

Evolution of security of debit card payments

Students to play an increasingly important role in the future of debit card adoption

### COMPETITIVE LANDSCAPE

Visa's broad infrastructure and continuous innovation ensures it maintains its position as the leading operator

Ziraat Bank's lead driven by its broad reach and strategic innovation

Accessible pricing, seamless digital integration, and robust security fuel dynamic growth of HSBC

Mastercard strengthens its position through continuous innovation and strong partnerships with banks

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## KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Widespread appeal of pre-paid options

## INDUSTRY PERFORMANCE

E-commerce expansion fuels strong growth of open loop cards

Changing consumer behaviour and tourism boost demand for pre-paid cards

## WHAT'S NEXT?

Continued innovation and digitisation of pre-paid lunch cards

Omnichannel and mobile-first strategies central to the expansion and modernisation of the pre-paid card market

Pre-paid cards are a practical and accessible financial tool for younger consumers

## COMPETITIVE LANDSCAPE

Belbim leads closed loop pre-paid cards with its wide and loyal user base

Innovation, strong local partnerships, and wide acceptance network ensure Mastercard maintains its lead in open loop pre-paid cards

Belbim broadens the range of services that can be accessed with its Istanbulkart

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## EXECUTIVE SUMMARY

Ongoing shift toward digital and credit-based solutions

## KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Strong growth with consumers increasingly relying on credit cards

Digital wallets and mobile payment solutions gain even more traction

Expansion of e-commerce plays a significant role in boosting credit card transactions

### WHAT'S NEXT?

New credit card regulations aim to create a more secure, transparent, and sustainable financial environment

Increasing reliance on credit to manage daily expenses amid economic uncertainty

Rise of eco-conscious financial products

### COMPETITIVE LANDSCAPE

Türkiye Cumhuriyeti Ziraat Bankası leads, enjoying an extensive customer base and strong reputation

Visa benefits from its strong global reputation, robust security infrastructure, and early adoption of innovative technologies

American Express' growth driven by its strategic positioning in the premium and digitally engaged consumer segments

Papara Elektronik Para ve Ödeme Hizmetleri successfully positions itself as a modern, flexible, and accessible financial solution

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