



Passport

Debit Cards in Morocco

Euromonitor International

December 2021

This sample report is for illustration
purposes only.

Some content and data have been
changed.

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DEBIT CARDS IN MOROCCO - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2021 DEVELOPMENTS

Pandemic leads government to urge consumers to avoid cash

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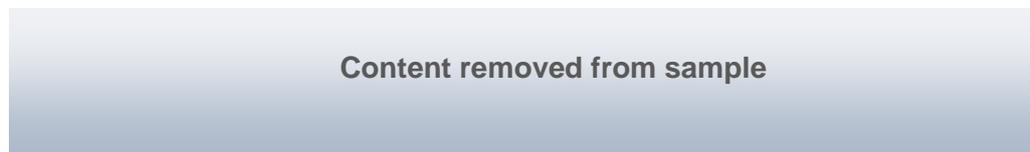
Economic shock of pandemic makes bank accounts and financial cards less affordable for many

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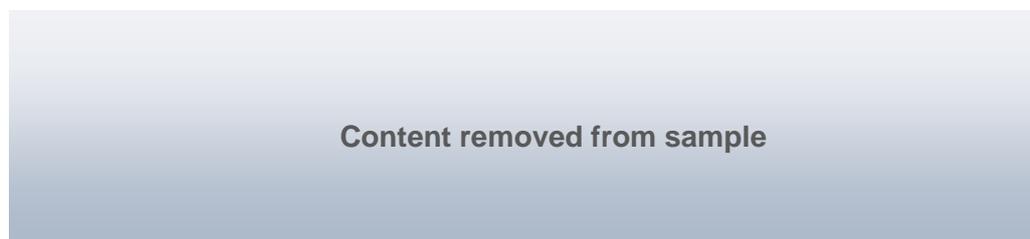
Centre Monétique Interbancaire encourages retailers to install card payment terminals

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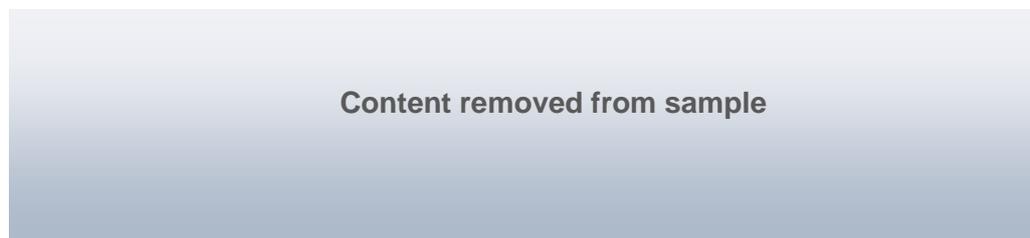
Even as the pandemic threat fades, local consumers are unlikely to revert to cash



Financial institutions target rural dwellers and the financially excluded



Online shopping with debits cards will continue to gain ground



CATEGORY DATA

Table 1 Debit Cards: Number of Cards in Circulation 2016-2021

'000 cards	2016	2017	2018	2019	2020	2021
- Debit Cards	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 2 Debit Cards Transactions 2016-2021

	2016	2017	2018	2019	2020	2021
--	------	------	------	------	------	------

Number of transactions
(mn)
Transaction value (MAD
mn)

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 3 Debit Cards in Circulation: % Growth 2016-2021

% cards growth

2020/21 2016-21 CAGR 2016/21 Total

- Debit Cards

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 4 Debit Cards Transactions: % Growth 2016-2021

% growth

2020/21 2016-21 CAGR 2016/21 Total

Number of transactions
Transaction value

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 5 Debit Cards: Number of Cards by Issuer 2016-2020

'000 cards
Company

2016 2017 2018 2019 2020

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 6 Debit Cards: Number of Cards by Operator 2016-2020

'000 cards
Company

2016 2017 2018 2019 2020

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 7 Debit Cards Payment Transaction Value by Issuer 2016-2020

MAD million Company	2016	2017	2018	2019	2020
------------------------	------	------	------	------	------

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 8 Debit Cards Payment Transaction Value by Operator 2016-2020

MAD million Company	2016	2017	2018	2019	2020
------------------------	------	------	------	------	------

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 9 Forecast Debit Cards: Number of Cards in Circulation 2021-2026

'000 cards	2021	2022	2023	2024	2025	2026
------------	------	------	------	------	------	------

- Debit Cards

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 10 Forecast Debit Cards Transactions 2021-2026

	2021	2022	2023	2024	2025	2026
--	------	------	------	------	------	------

Number of transactions
(mn)

Data removed from sample

Transaction value (MAD mn)

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 11 Forecast Debit Cards in Circulation: % Growth 2021-2026

% cards growth

2021/2022 2021-26 CAGR 2021/26 Total

- Debit Cards

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 12 Forecast Debit Cards Transactions: % Growth 2021-2026

% growth

2021/22 2021-26 CAGR 2021/26 Total

Number of transactions
Transaction value

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Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

FINANCIAL CARDS AND PAYMENTS IN MOROCCO - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

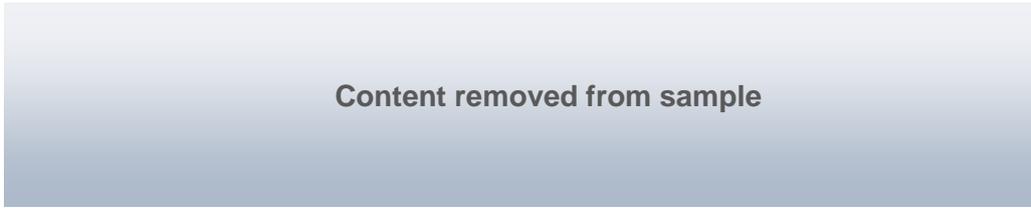
COVID-19 impact on consumer payments

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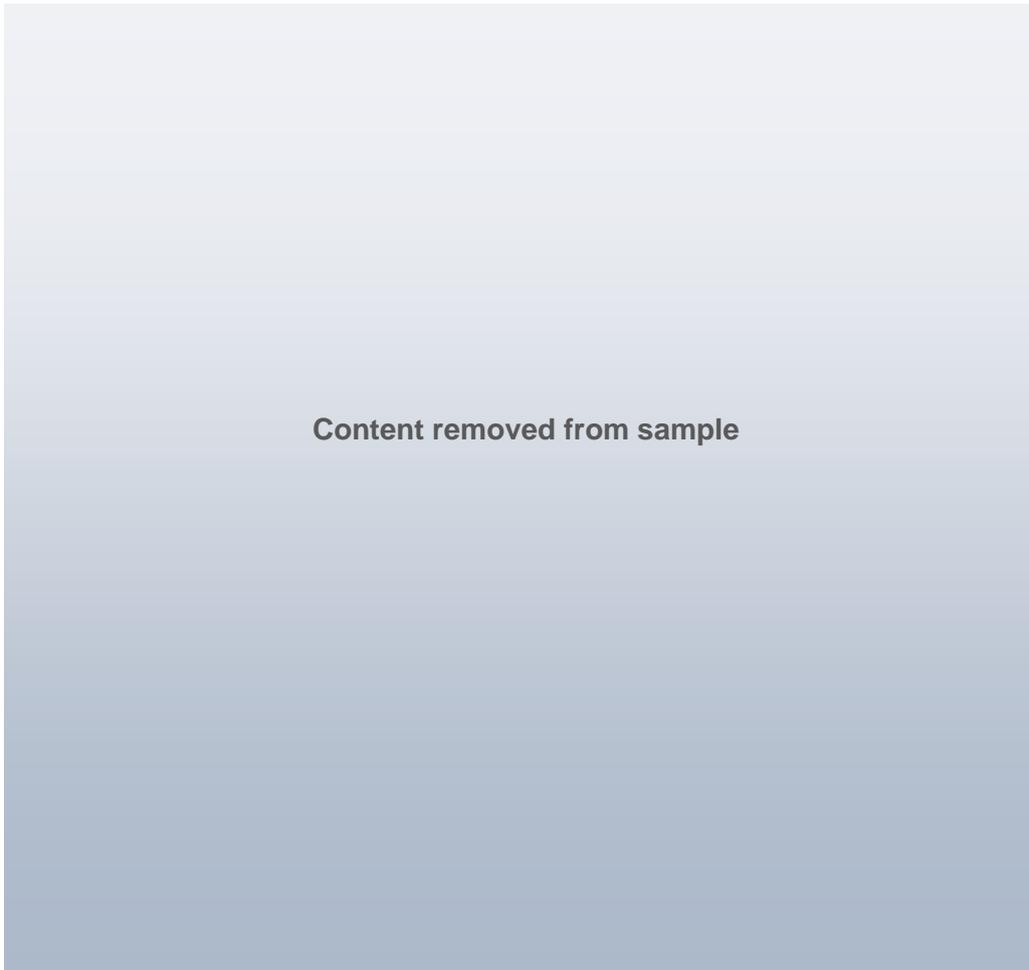
COVID-19 COUNTRY IMPACT

Vaccination programme helps to boost consumer confidence

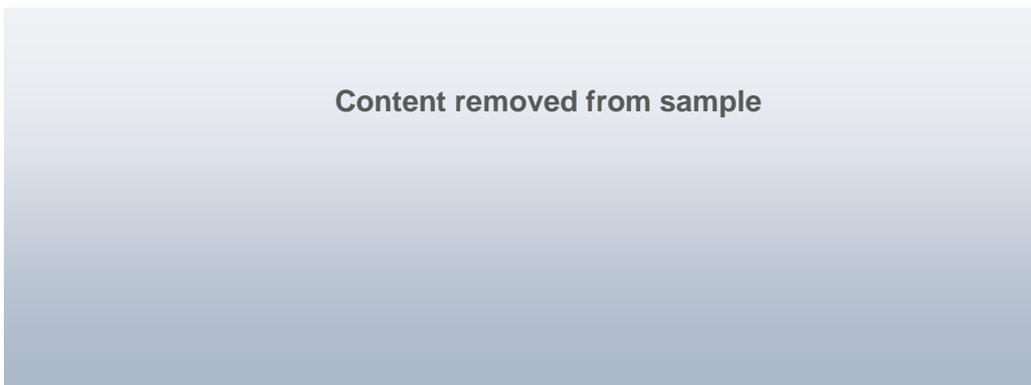
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The pandemic has accelerated the pace of innovation in financial cards



The shift to digital banking accelerates



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What next for consumer payments?

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MARKET INDICATORS

Table 13 Number of POS Terminals: Units 2016-2021

'000 Units	2016	2017	2018	2019	2020	2021
No of POS Terminals	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 14 Number of ATMs: Units 2016-2021

'000 Units	2016	2017	2018	2019	2020	2021
No of ATMs	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 15 Value Lost to Fraud 2016-2021

MAD million

	2016	2017	2018	2019	2020	2021
Value Lost to Fraud	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 16 Card Expenditure by Location 2021

% value analysis

	Card holder present	Card holder not present	Total
Charge Card Transactions	Data removed from sample		
Credit Card Transactions			
Debit Card Transactions			
Open Loop Pre-Paid Card Transactions			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 17 Financial Cards in Circulation by Type: % Number of Cards 2016-2021

% number of cards

	2016	2017	2018	2019	2020	2021
Contact Smart Cards	Data removed from sample					
Contactless Smart Cards						
Non-Smart Cards						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 18 Domestic versus Foreign Spend 2021

% value analysis

	Domestic	Foreign	Total
--- Charge Card Transactions	Data removed from sample		
--- Credit Card Transactions			
--- Debit Card Transactions			
---- Open Loop Pre-Paid Card Transactions			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

MARKET DATA

Table 19 Financial Cards by Category: Number of Cards in Circulation 2016-2021

'000 cards	2016	2017	2018	2019	2020	2021
- ATM Cards	Data removed from sample					
- Charge Cards						
- Credit Cards						
- Debit Cards						
- Pre-Paid Cards						
- Store Cards						
Financial Cards in Circulation						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 20 Financial Cards by Category: Number of Accounts 2016-2021

'000 accounts	2016	2017	2018	2019	2020	2021
- Charge Cards	Data removed from sample					
- Credit Cards						
- Debit Cards						
Financial Cards in Circulation						
- Store Cards						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 21 Financial Cards Transactions by Category: Value 2016-2021

MAD million	2016	2017	2018	2019	2020	2021
-- ATM Transactions	Data removed from sample					
-- Card Payment Transactions						
--- Charge Card Transactions						
--- Credit Card Transactions						
--- Debit Card Transactions						
--- Pre-Paid Card Transactions						
--- Store Card Transactions						
- Total Card Transactions						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 22 Financial Cards by Category: Number of Transactions 2016-2021

million transactions

	2016	2017	2018	2019	2020	2021
-- ATM Transactions	Data removed from sample					
-- Card Payment Transactions						
--- Charge Card Transactions						
--- Credit Card Transactions						
--- Debit Card Transactions						
--- Pre-Paid Card Transactions						
--- Store Card Transactions						
- Total Card Transactions						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 23 Consumer Payments by Category: Value 2016-2021

MAD million

	2016	2017	2018	2019	2020	2021
-- Card Payment Transactions (Excl Commercial)	Data removed from sample					
-- Electronic Direct/ACH Transactions						
-- Paper Payment Transactions						
--- Cash Transactions						
--- Other Paper Transactions						
- Consumer Payment Transactions						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 24 Consumer Payments by Category: Number of Transactions 2016-2021

million transactions

	2016	2017	2018	2019	2020	2021
-- Card Payment Transactions (Excl Commercial)	Data removed from sample					
-- Electronic Direct/ACH Transactions						
-- Paper Payment Transactions						
--- Cash Transactions						
--- Other Paper Transactions						
- Consumer Payment Transactions						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 25 M-Commerce by Category: Value 2016-2021

MAD million	2016	2017	2018	2019	2020	2021
- Mobile M-Commerce	Data removed from sample					
-- Mobile M-Commerce Proximity						
-- Mobile M-Commerce Remote						
- Tablet M-Commerce						
M-Commerce						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 26 M-Commerce by Category: % Value Growth 2016-2021

% current value growth	2020/21	2016-21 CAGR	2016/21 Total
- Mobile M-Commerce	Data removed from sample		
-- Mobile M-Commerce Proximity			
-- Mobile M-Commerce Remote			
- Tablet M-Commerce			
M-Commerce			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 27 Financial Cards: Number of Cards by Issuer 2016-2020

'000 cards Company	2016	2017	2018	2019	2020
Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 28 Financial Cards: Number of Cards by Operator 2016-2020

'000 cards Company	2016	2017	2018	2019	2020
-----------------------	------	------	------	------	------

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 29 Financial Cards: Card Payment Transactions Value by Operator 2016-2020

MAD million Company	2016	2017	2018	2019	2020
------------------------	------	------	------	------	------

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 30 Financial Cards: Card Payment Transactions Value by Issuer 2016-2020

MAD million Company	2016	2017	2018	2019	2020
------------------------	------	------	------	------	------

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 31 Forecast Financial Cards by Category: Number of Cards in Circulation 2021-2026

'000 cards	2021	2022	2023	2024	2025	2026
- ATM Cards	Data removed from sample					
- Charge Cards						
- Credit Cards						
- Debit Cards						
- Pre-Paid Cards						
- Store Cards						
Financial Cards in Circulation						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 32 Forecast Financial Cards by Category: Number of Accounts 2021-2026

'000 accounts	2021	2022	2023	2024	2025	2026
- Charge Cards	Data removed from sample					
- Credit Cards						
- Debit Cards						
Financial Cards in Circulation						
- Store Cards						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 33 Forecast Financial Cards Transactions by Category: Value 2021-2026

MAD million	2021	2022	2023	2024	2025	2026
-- ATM Transactions	Data removed from sample					
-- Card Payment Transactions						
--- Charge Card Transactions						
--- Credit Card Transactions						
--- Debit Card Transactions						
--- Pre-Paid Card Transactions						
--- Store Card Transactions						

- Total Card Transactions

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 34 Forecast Financial Cards by Category: Number of Transactions 2021-2026

million transactions

	2021	2022	2023	2024	2025	2026
-- ATM Transactions	Data removed from sample					
-- Card Payment Transactions						
--- Charge Card Transactions						
--- Credit Card Transactions						
--- Debit Card Transactions						
--- Pre-Paid Card Transactions						
--- Store Card Transactions						
- Total Card Transactions						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 35 Forecast Consumer Payments by Category: Value 2021-2026

MAD million

	2021	2022	2023	2024	2025	2026
-- Card Payment Transactions (Excl Commercial)	Data removed from sample					
-- Electronic Direct/ACH Transactions						
-- Paper Payment Transactions						
--- Cash Transactions						
--- Other Paper Transactions						
- Consumer Payment Transactions						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 36 Forecast Consumer Payments by Category: Number of Transactions 2021-2026

million transactions

	2021	2022	2023	2024	2025	2026
-- Card Payment Transactions (Excl Commercial)	Data removed from sample					
-- Electronic Direct/						

- ACH Transactions
- Paper Payment Transactions
- Cash Transactions
- Other Paper Transactions
- Consumer Payment Transactions

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 37 Forecast M-Commerce by Category: Value 2021-2026

MAD million

	2021	2022	2023	2024	2025	2026
- Mobile M-Commerce	Data removed from sample					
-- Mobile M-Commerce Proximity						
-- Mobile M-Commerce Remote						
- Tablet M-Commerce						
M-Commerce						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 38 Forecast M-Commerce by Category: % Value Growth 2021-2026

% constant value growth

	2021/2022	2021-26 CAGR	2021/26 Total
- Mobile M-Commerce	Data removed from sample		
-- Mobile M-Commerce Proximity			
-- Mobile M-Commerce Remote			
- Tablet M-Commerce			
M-Commerce			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

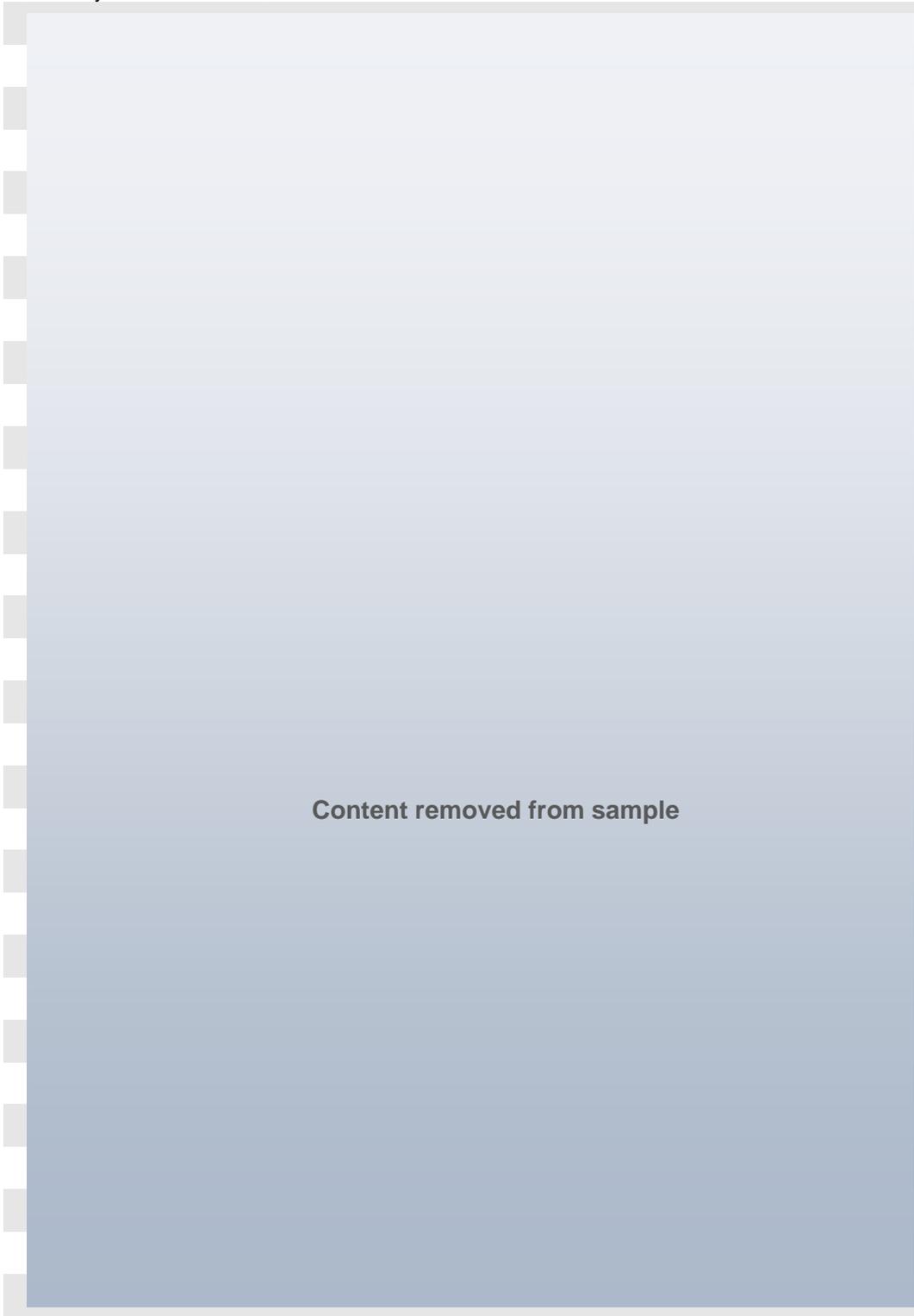
DISCLAIMER

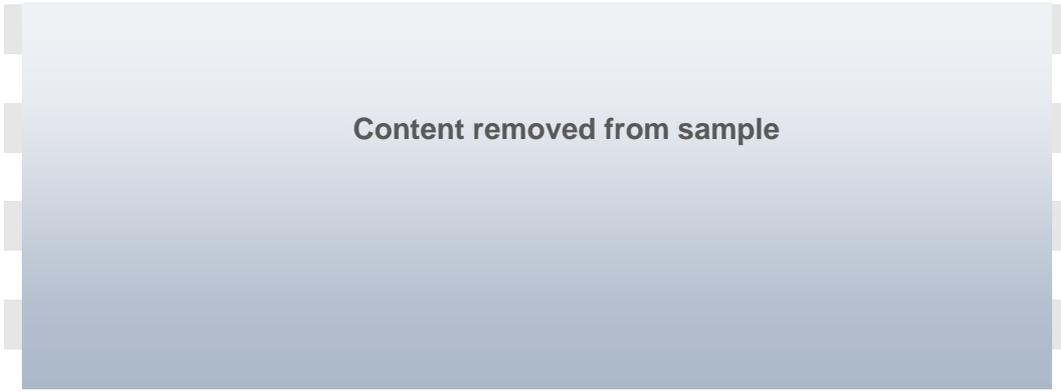
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SOURCES

Sources used during the research included the following:

Summary 1 Research Sources





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Source: Euromonitor International