

Credit Cards in Morocco

November 2023

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Charge Cards in Morocco - Category analysis

Charge Cards in Morocco - Company Profile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Charge cards seen as smart financial planning tools
Inflationary pressure push up charge card transaction value
Tourism recovery gives new impetus to charge card usage

PROSPECTS AND OPPORTUNITIES

Growing competition from debit cards issued to mobile application users
Buy Now Pay Later threatens to make charge cards redundant
Charge cards likely to maintain greater popularity than credit cards

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Carrefour Maroc woos locals with simplified application process

PROSPECTS AND OPPORTUNITIES

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Shift to digital space accelerates
Low consumer awareness hampers progress, with Carrefour Maroc offering new option

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