



**Euromonitor  
International**

# Debit Cards in the United Arab Emirates

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Charge cards remains a niche category in the United Arab Emirates
- Charge cards faces greater competition from credit card rewards
- Commercial charge cards dominate category, but are not immune to challenges

PROSPECTS AND OPPORTUNITIES

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Expansion of population base drives up new account openings and debit growth

New domestic card network, Jaywan, launched to replace all debit cards in local market

Digital bank Wio Bank gains popularity and experiences rapid adoption

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Pre-paid function becomes attractive for developing future payment users

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