



Pre-Paid Cards in Turkey

November 2023

Table of Contents

Charge Cards in Turkey - Category analysis

Charge Cards in Turkey - Company Profile

2023 DEVELOPMENTS

Credit Cards in Turkey - Category analysis

Credit Cards in Turkey - Company Profile

KEY DATA FINDINGS

2023 DEVELOPMENTS

High inflation drives upswing in credit card transactions
Introduction of instalment payments boosts credit card category
Higher e-commerce purchases fuel credit card spending

PROSPECTS AND OPPORTUNITIES

Cashless society to enhance credit card usage
New payment technologies will boost credit card usage
Credit card debt to reduce as inflation stabilises

CATEGORY DATA

Table 1 - Credit Cards: Number of Cards in Circulation 2018-2023

Table 2 - Credit Cards Transactions 2018-2023

Table 3 - Credit Cards in Circulation: % Growth 2018-2023

Table 4 - Credit Cards Transactions: % Growth 2018-2023

Table 5 - Commercial Credit Cards: Number of Cards in Circulation 2018-2023

Table 6 - Commercial Credit Cards Transactions 2018-2023

Table 7 - Commercial Credit Cards in Circulation: % Growth 2018-2023

Table 8 - Commercial Credit Cards Transactions: % Growth 2018-2023

Table 9 - Personal Credit Cards: Number of Cards in Circulation 2018-2023

Table 10 - Personal Credit Cards Transactions 2018-2023

Table 11 - Personal Credit Cards in Circulation: % Growth 2018-2023

Table 12 - Personal Credit Cards Transactions: % Growth 2018-2023

Table 13 - Credit Cards: Number of Cards by Issuer 2018-2022

Table 14 - Credit Cards: Number of Cards by Operator 2018-2022

Table 15 - Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 16 - Credit Cards Payment Transaction Value by Operator 2018-2022

Table 17 - Commercial Credit Cards: Number of Cards by Issuer 2018-2022

Table 18 - Commercial Credit Cards: Number of Cards by Operator 2018-2022

Table 19 - Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 20 - Commercial Credit Cards Payment Transaction Value by Operator 2018-2022

Table 21 - Personal Credit Cards: Number of Cards by Issuer 2018-2022

Table 22 - Personal Credit Cards: Number of Cards by Operator 2018-2022

Table 23 - Personal Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 24 - Personal Credit Cards Payment Transaction Value by Operator 2018-2022

Table 25 - Forecast Credit Cards: Number of Cards in Circulation 2023-2028

Table 26 - Forecast Credit Cards Transactions 2023-2028

Table 27 - Forecast Credit Cards in Circulation: % Growth 2023-2028

Table 28 - Forecast Credit Cards Transactions: % Growth 2023-2028

Table 29 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028

Table 30 - Forecast Commercial Credit Cards Transactions 2023-2028

Table 31 - Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028

Table 32 - Forecast Commercial Credit Cards Transactions: % Growth 2023-2028

Table 33 - Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028

Table 34 - Forecast Personal Credit Cards Transactions 2023-2028

Table 35 - Forecast Personal Credit Cards in Circulation: % Growth 2023-2028

Table 36 - Forecast Personal Credit Cards Transactions: % Growth 2023-2028

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

[Debit Cards in Turkey - Company Profile](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Debit cards remain popular post-pandemic

Banks promote debit card accounts alongside other credit products

Students continue to use debit cards on campus

PROSPECTS AND OPPORTUNITIES

Young purchasing habits fuel debit card usage

Debit card accounts with small credit balances attract consumers

Roll out of contactless debit card to drive usage

CATEGORY DATA

Table 37 - Debit Cards: Number of Cards in Circulation 2018-2023

Table 38 - Debit Cards Transactions 2018-2023

Table 39 - Debit Cards in Circulation: % Growth 2018-2023

Table 40 - Debit Cards Transactions: % Growth 2018-2023

Table 41 - Debit Cards: Number of Cards by Issuer 2018-2022

Table 42 - Debit Cards: Number of Cards by Operator 2018-2022

Table 43 - Debit Cards Payment Transaction Value by Issuer 2018-2022

Table 44 - Debit Cards Payment Transaction Value by Operator 2018-2022

Table 45 - Forecast Debit Cards: Number of Cards in Circulation 2023-2028

Table 46 - Forecast Debit Cards Transactions 2023-2028

Table 47 - Forecast Debit Cards in Circulation: % Growth 2023-2028

Table 48 - Forecast Debit Cards Transactions: % Growth 2023-2028

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

[Pre-Paid Cards in Turkey - Company Profile](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Open loop pre-paid cards rise among young consumers

Diaspora tourism and refugees drive growth in transportation closed-loop pre-paid cards

Election environment slows growth in pre-paid toll transactions

PROSPECTS AND OPPORTUNITIES

E-commerce growth creates strong potential for open-loop pre-paid cards

Turkish Lira devaluation will attract more tourists

High inflation, increasing wages and taxes encourage provision of lunch pre-paid cards

CATEGORY DATA

Table 49 - Pre-paid Cards: Number of Cards in Circulation 2018-2023

Table 50 - Pre-paid Cards Transactions 2018-2023

Table 51 - Pre-paid Cards in Circulation: % Growth 2018-2023
Table 52 - Pre-paid Cards Transactions: % Growth 2018-2023
Table 53 - Closed Loop Pre-paid Cards Transactions 2018-2023
Table 54 - Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023
Table 55 - Open Loop Pre-paid Cards Transactions 2018-2023
Table 56 - Open Loop Pre-paid Cards Transactions: % Growth 2018-2023
Table 57 - Pre-paid Cards: Number of Cards by Issuer 2018-2022
Table 58 - Pre-paid Cards: Number of Cards by Operator 2018-2022
Table 59 - Pre-paid Cards Transaction Value by Issuer 2018-2022
Table 60 - Pre-paid Cards Transaction Value by Operator 2018-2022
Table 61 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022
Table 62 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022
Table 63 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022
Table 64 - Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022
Table 65 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022
Table 66 - Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022
Table 67 - Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022
Table 68 - Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022
Table 69 - Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028
Table 70 - Forecast Pre-paid Cards Transactions 2023-2028
Table 71 - Forecast Pre-paid Cards in Circulation: % Growth 2023-2028
Table 72 - Forecast Pre-paid Cards Transactions: % Growth 2023-2028
Table 73 - Forecast Closed Loop Pre-paid Cards Transactions 2023-2028
Table 74 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028
Table 75 - Forecast Open Loop Pre-paid Cards Transactions 2023-2028
Table 76 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

[Store Cards in Turkey - Category analysis](#)

[Store Cards in Turkey - Company Profile](#)

2023 DEVELOPMENTS

[Financial Cards and Payments in Turkey - Industry Overview](#)

EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

2023 key trends: Contactless card growth

E-Commerce fuels credit card transaction growth

Competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 77 - Number of POS Terminals: Units 2018-2023

Table 78 - Number of ATMs: Units 2018-2023

Table 79 - Value Lost to Fraud 2018-2023

Table 80 - Card Expenditure by Location 2023

Table 81 - Financial Cards in Circulation by Type: % Number of Cards 2018-2023

EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

2023 key trends: Contactless card growth

E-Commerce fuels credit card transaction growth

Competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 82 - Number of POS Terminals: Units2018-2023

Table 83 - Number of ATMs: Units2018-2023

Table 84 - Value Lost to Fraud 2018-2023

Table 85 - Card Expenditure by Location 2023

Table 86 - Financial Cards in Circulation by Type: % Number of Cards 2018-2023

EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

2023 key trends: Contactless card growth

E-Commerce fuels credit card transaction growth

Competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 87 - Number of POS Terminals: Units2018-2023

Table 88 - Number of ATMs: Units2018-2023

Table 89 - Value Lost to Fraud 2018-2023

Table 90 - Card Expenditure by Location 2023

Table 91 - Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 92 - Domestic versus Foreign Spend 2023

MARKET DATA

Table 93 - Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 94 - Financial Cards by Category: Number of Accounts 2018-2023

Table 95 - Financial Cards Transactions by Category: Value 2018-2023

Table 96 - Financial Cards by Category: Number of Transactions 2018-2023

Table 97 - Consumer Payments by Category: Value 2018-2023

Table 98 - Consumer Payments by Category: Number of Transactions 2018-2023

Table 99 - M-Commerce by Category: Value 2018-2023

Table 100 - M-Commerce by Category: % Value Growth 2018-2023

Table 101 - Financial Cards: Number of Cards by Issuer 2018-2022

Table 102 - Financial Cards: Number of Cards by Operator2018-2022

Table 103 - Financial Cards: Card Payment Transactions Value by Operator2018-2022

Table 104 - Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 105 - Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 106 - Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 107 - Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 108 - Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 109 - Forecast Consumer Payments by Category: Value 2023-2028

Table 110 - Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 111 - Forecast M-Commerce by Category: Value 2023-2028

Table 112 - Forecast M-Commerce by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/pre-paid-cards-in-turkey/report.