



**Euromonitor  
International**

# Pre-Paid Cards in Israel

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- High interest rates support growth for charge cards category in 2024
- Continued growth for non-bank cards
- Digital wallets represent rising threat to plastic charge cards

PROSPECTS AND OPPORTUNITIES

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M-commerce goes from strength to strength, dampening growth for credit cards

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KEY DATA FINDINGS

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- Digital wallets gain ground, undermine growth of physical cards

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