



# Pre-Paid Cards in Morocco

November 2023

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### 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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### 2023 DEVELOPMENTS

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Buy Now Pay Later represents competitive threat to credit cards  
Carrefour Maroc woos locals with simplified application process

### PROSPECTS AND OPPORTUNITIES

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Pre-paid cards remain in decline in 2023  
Pre-paid cards suffer from lack of innovation though do hold some advantages  
Moroccan consumers enjoy easy access to pre-paid cards

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Low consumer awareness hampers progress, with Carrefour Maroc offering new option

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