



**Euromonitor  
International**

# Pre-Paid 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

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- Charge card providers need to review product positioning for sustainable growth
- Commercial charge cards offers some prospects in a high interest rate market
- Personalisation and greater brand partnership can revive category

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## Credit Cards in the United Arab Emirates - Company Profile

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#### 2024 DEVELOPMENTS

Stable economic growth drives consumption and population, favouring positive performance of credit cards

Credit cards is saturated in the United Arab Emirates

New credit cards and co-branded products continue to emerge in a competitive environment

#### PROSPECTS AND OPPORTUNITIES

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New domestic card network, Jaywan, launched to replace all debit cards in local market  
Digital bank Wio Bank gains popularity and experiences rapid adoption

#### PROSPECTS AND OPPORTUNITIES

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New pre-paid card offerings to launch in the United Arab Emirates  
Pre-paid function becomes attractive for developing future payment users  
Crypto-linked pre-paid cards on the horizon as cryptocurrency users seek POS utilisation

#### PROSPECTS AND OPPORTUNITIES

Digitalisation to transform pre-paid cards in public services  
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