



Euromonitor
International

Debit Cards in Turkey

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising number of credit cards and transactions
- Credit cards take on personal consumer loans
- Extensive new credit card regulations emerge in 2024

PROSPECTS AND OPPORTUNITIES

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- Credit cards shift towards secure and digital payments
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[Debit Cards in Turkey - Company Profile](#)

KEY DATA FINDINGS

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- Security measures are a key focus in 2024
- Debit cards have become increasingly popular on campus

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- Shift towards more conscious spending habits supports pre-paid cards
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