



Financial Cards and Payments in Turkey

November 2023

Table of Contents

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 1 - Number of POS Terminals: Units2018-2023

Table 2 - Number of ATMs: Units2018-2023

Table 3 - Value Lost to Fraud 2018-2023

Table 4 - Card Expenditure by Location 2023

Table 5 - 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 6 - Number of POS Terminals: Units2018-2023

Table 7 - Number of ATMs: Units2018-2023

Table 8 - Value Lost to Fraud 2018-2023

Table 9 - Card Expenditure by Location 2023

Table 10 - 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 11 - Number of POS Terminals: Units2018-2023

Table 12 - Number of ATMs: Units2018-2023

Table 13 - Value Lost to Fraud 2018-2023

Table 14 - Card Expenditure by Location 2023

Table 15 - Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 16 - Domestic versus Foreign Spend 2023

MARKET DATA

Table 17 - Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 18 - Financial Cards by Category: Number of Accounts 2018-2023

Table 19 - Financial Cards Transactions by Category: Value 2018-2023

Table 20 - Financial Cards by Category: Number of Transactions 2018-2023

Table 21 - Consumer Payments by Category: Value 2018-2023

Table 22 - Consumer Payments by Category: Number of Transactions 2018-2023

Table 23 - M-Commerce by Category: Value 2018-2023

Table 24 - M-Commerce by Category: % Value Growth 2018-2023
Table 25 - Financial Cards: Number of Cards by Issuer 2018-2022
Table 26 - Financial Cards: Number of Cards by Operator 2018-2022
Table 27 - Financial Cards: Card Payment Transactions Value by Operator 2018-2022
Table 28 - Financial Cards: Card Payment Transactions Value by Issuer 2018-2022
Table 29 - Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028
Table 30 - Forecast Financial Cards by Category: Number of Accounts 2023-2028
Table 31 - Forecast Financial Cards Transactions by Category: Value 2023-2028
Table 32 - Forecast Financial Cards by Category: Number of Transactions 2023-2028
Table 33 - Forecast Consumer Payments by Category: Value 2023-2028
Table 34 - Forecast Consumer Payments by Category: Number of Transactions 2023-2028
Table 35 - Forecast M-Commerce by Category: Value 2023-2028
Table 36 - Forecast M-Commerce by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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

2023 DEVELOPMENTS

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

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 37 - Credit Cards: Number of Cards in Circulation 2018-2023
Table 38 - Credit Cards Transactions 2018-2023
Table 39 - Credit Cards in Circulation: % Growth 2018-2023
Table 40 - Credit Cards Transactions: % Growth 2018-2023
Table 41 - Commercial Credit Cards: Number of Cards in Circulation 2018-2023
Table 42 - Commercial Credit Cards Transactions 2018-2023
Table 43 - Commercial Credit Cards in Circulation: % Growth 2018-2023
Table 44 - Commercial Credit Cards Transactions: % Growth 2018-2023
Table 45 - Personal Credit Cards: Number of Cards in Circulation 2018-2023
Table 46 - Personal Credit Cards Transactions 2018-2023
Table 47 - Personal Credit Cards in Circulation: % Growth 2018-2023
Table 48 - Personal Credit Cards Transactions: % Growth 2018-2023
Table 49 - Credit Cards: Number of Cards by Issuer 2018-2022
Table 50 - Credit Cards: Number of Cards by Operator 2018-2022
Table 51 - Credit Cards Payment Transaction Value by Issuer 2018-2022
Table 52 - Credit Cards Payment Transaction Value by Operator 2018-2022

Table 53 - Commercial Credit Cards: Number of Cards by Issuer 2018-2022
 Table 54 - Commercial Credit Cards: Number of Cards by Operator 2018-2022
 Table 55 - Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022
 Table 56 - Commercial Credit Cards Payment Transaction Value by Operator 2018-2022
 Table 57 - Personal Credit Cards: Number of Cards by Issuer 2018-2022
 Table 58 - Personal Credit Cards: Number of Cards by Operator 2018-2022
 Table 59 - Personal Credit Cards Payment Transaction Value by Issuer 2018-2022
 Table 60 - Personal Credit Cards Payment Transaction Value by Operator 2018-2022
 Table 61 - Forecast Credit Cards: Number of Cards in Circulation 2023-2028
 Table 62 - Forecast Credit Cards Transactions 2023-2028
 Table 63 - Forecast Credit Cards in Circulation: % Growth 2023-2028
 Table 64 - Forecast Credit Cards Transactions: % Growth 2023-2028
 Table 65 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028
 Table 66 - Forecast Commercial Credit Cards Transactions 2023-2028
 Table 67 - Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028
 Table 68 - Forecast Commercial Credit Cards Transactions: % Growth 2023-2028
 Table 69 - Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028
 Table 70 - Forecast Personal Credit Cards Transactions 2023-2028
 Table 71 - Forecast Personal Credit Cards in Circulation: % Growth 2023-2028
 Table 72 - Forecast Personal Credit Cards Transactions: % Growth 2023-2028

Debit Cards in Turkey - Category analysis

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 73 - Debit Cards: Number of Cards in Circulation 2018-2023
 Table 74 - Debit Cards Transactions 2018-2023
 Table 75 - Debit Cards in Circulation: % Growth 2018-2023
 Table 76 - Debit Cards Transactions: % Growth 2018-2023
 Table 77 - Debit Cards: Number of Cards by Issuer 2018-2022
 Table 78 - Debit Cards: Number of Cards by Operator 2018-2022
 Table 79 - Debit Cards Payment Transaction Value by Issuer 2018-2022
 Table 80 - Debit Cards Payment Transaction Value by Operator 2018-2022
 Table 81 - Forecast Debit Cards: Number of Cards in Circulation 2023-2028
 Table 82 - Forecast Debit Cards Transactions 2023-2028
 Table 83 - Forecast Debit Cards in Circulation: % Growth 2023-2028
 Table 84 - Forecast Debit Cards Transactions: % Growth 2023-2028

Pre-Paid Cards in Turkey - Category analysis

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 85 - Pre-paid Cards: Number of Cards in Circulation 2018-2023

Table 86 - Pre-paid Cards Transactions 2018-2023

Table 87 - Pre-paid Cards in Circulation: % Growth 2018-2023

Table 88 - Pre-paid Cards Transactions: % Growth 2018-2023

Table 89 - Closed Loop Pre-paid Cards Transactions 2018-2023

Table 90 - Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 91 - Open Loop Pre-paid Cards Transactions 2018-2023

Table 92 - Open Loop Pre-paid Cards Transactions: % Growth 2018-2023

Table 93 - Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 94 - Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 95 - Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 96 - Pre-paid Cards Transaction Value by Operator 2018-2022

Table 97 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 98 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 99 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 100 - Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022

Table 101 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022

Table 102 - Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022

Table 103 - Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022

Table 104 - Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022

Table 105 - Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028

Table 106 - Forecast Pre-paid Cards Transactions 2023-2028

Table 107 - Forecast Pre-paid Cards in Circulation: % Growth 2023-2028

Table 108 - Forecast Pre-paid Cards Transactions: % Growth 2023-2028

Table 109 - Forecast Closed Loop Pre-paid Cards Transactions 2023-2028

Table 110 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028

Table 111 - Forecast Open Loop Pre-paid Cards Transactions 2023-2028

Table 112 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

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

2023 DEVELOPMENTS

About Euromonitor International

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/financial-cards-and-payments-in-turkey/report.