



# Charge 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  
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#### 2023 DEVELOPMENTS

Credit cards continue to suffer from negative perception  
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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