



# Store Cards in Israel

December 2022

Table of Contents

## Charge Cards in Israel - Category analysis

## Charge Cards in Israel - Company Profile

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Digital wallets has a negative impact on charge card usage  
The usage of charge cards issued by non-bank entities continues to grow  
The rise of e-commerce provides a welcome boost to charge cards transactions

#### PROSPECTS AND OPPORTUNITIES

Further growth in digital wallets set to suppress growth in charge cards  
Government proposals could limit consumer access to bank lines of credit  
International travel to become a key source of charge cards transactions value and volume

#### CATEGORY DATA

Table 1 - Charge Cards: Number of Cards in Circulation 2017-2022  
Table 2 - Charge Cards Transactions 2017-2022  
Table 3 - Charge Cards in Circulation: % Growth 2017-2022  
Table 4 - Charge Cards Transactions: % Growth 2017-2022  
Table 5 - Commercial Charge Cards: Number of Cards in Circulation 2017-2022  
Table 6 - Commercial Charge Cards Transactions 2017-2022  
Table 7 - Commercial Charge Cards in Circulation: % Growth 2017-2022  
Table 8 - Commercial Charge Cards Transactions: % Growth 2017-2022  
Table 9 - Personal Charge Cards: Number of Cards in Circulation 2017-2022  
Table 10 - Personal Charge Cards Transactions 2017-2022  
Table 11 - Personal Charge Cards in Circulation: % Growth 2017-2022  
Table 12 - Personal Charge Cards Transactions: % Growth 2017-2022  
Table 13 - Charge Cards: Number of Cards by Issuer 2017-2021  
Table 14 - Charge Cards: Number of Cards by Operator 2017-2021  
Table 15 - Charge Cards Payment Transaction Value by Issuer 2017-2021  
Table 16 - Charge Cards Payment Transaction Value by Operator 2017-2021  
Table 17 - Commercial Charge Cards: Number of Cards by Issuer 2017-2021  
Table 18 - Commercial Charge Cards: Number of Cards by Operator 2017-2021  
Table 19 - Commercial Charge Cards Payment Transaction Value by Issuer 2017-2021  
Table 20 - Commercial Charge Cards Payment Transaction Value by Operator 2017-2021  
Table 21 - Personal Charge Cards: Number of Cards by Issuer 2017-2021  
Table 22 - Personal Charge Cards: Number of Cards by Operator 2017-2021  
Table 23 - Personal Charge Cards Transaction Value by Issuer 2017-2021  
Table 24 - Personal Charge Cards Transaction Value by Operator 2017-2021  
Table 25 - Forecast Charge Cards: Number of Cards in Circulation 2022-2027  
Table 26 - Forecast Charge Cards Transactions 2022-2027  
Table 27 - Forecast Charge Cards in Circulation: % Growth 2022-2027  
Table 28 - Forecast Charge Cards Transactions: % Growth 2022-2027  
Table 29 - Forecast Commercial Charge Cards: Number of Cards in Circulation 2022-2027  
Table 30 - Forecast Commercial Charge Cards Transactions 2022-2027  
Table 31 - Forecast Commercial Charge Cards in Circulation: % Growth 2022-2027  
Table 32 - Forecast Commercial Charge Cards Transactions: % Growth 2022-2027  
Table 33 - Forecast Personal Charge Cards: Number of Cards in Circulation 2022-2027  
Table 34 - Forecast Personal Charge Cards Transactions 2022-2027  
Table 35 - Forecast Personal Charge Cards in Circulation: % Growth 2022-2027  
Table 36 - Forecast Personal Charge Cards Transactions: % Growth 2022-2027

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Cautious spending leads to declining transactions value and volume in personal credit cards

Slow growth in commercial credit card transactions due to uncertain business environment

Rise of digital wallets has negative impact on credit cards transaction value and volume

### PROSPECTS AND OPPORTUNITIES

Digital wallets set to continue presenting strong competition to credit cards

Value per transaction set to increase due to high inflation

The recovery of international travel likely to be highly positive for credit cards

### CATEGORY DATA

Table 37 - Credit Cards: Number of Cards in Circulation 2017-2022

Table 38 - Credit Cards Transactions 2017-2022

Table 39 - Credit Cards in Circulation: % Growth 2017-2022

Table 40 - Credit Cards Transactions: % Growth 2017-2022

Table 41 - Commercial Credit Cards: Number of Cards in Circulation 2017-2022

Table 42 - Commercial Credit Cards Transactions 2017-2022

Table 43 - Commercial Credit Cards in Circulation: % Growth 2017-2022

Table 44 - Commercial Credit Cards Transactions: % Growth 2017-2022

Table 45 - Personal Credit Cards: Number of Cards in Circulation 2017-2022

Table 46 - Personal Credit Cards Transactions 2017-2022

Table 47 - Personal Credit Cards in Circulation: % Growth 2017-2022

Table 48 - Personal Credit Cards Transactions: % Growth 2017-2022

Table 49 - Credit Cards: Number of Cards by Issuer 2017-2021

Table 50 - Credit Cards: Number of Cards by Operator 2017-2021

Table 51 - Credit Cards Payment Transaction Value by Issuer 2017-2021

Table 52 - Credit Cards Payment Transaction Value by Operator 2017-2021

Table 53 - Commercial Credit Cards: Number of Cards by Issuer 2017-2021

Table 54 - Commercial Credit Cards: Number of Cards by Operator 2017-2021

Table 55 - Commercial Credit Cards Payment Transaction Value by Issuer 2017-2021

Table 56 - Commercial Credit Cards Payment Transaction Value by Operator 2017-2021

Table 57 - Personal Credit Cards: Number of Cards by Issuer 2017-2021

Table 58 - Personal Credit Cards: Number of Cards by Operator 2017-2021

Table 59 - Personal Credit Cards Payment Transaction Value by Issuer 2017-2021

Table 60 - Personal Credit Cards Payment Transaction Value by Operator 2017-2021

Table 61 - Forecast Credit Cards: Number of Cards in Circulation 2022-2027

Table 62 - Forecast Credit Cards Transactions 2022-2027

Table 63 - Forecast Credit Cards in Circulation: % Growth 2022-2027

Table 64 - Forecast Credit Cards Transactions: % Growth 2022-2027

Table 65 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2022-2027

Table 66 - Forecast Commercial Credit Cards Transactions 2022-2027

Table 67 - Forecast Commercial Credit Cards in Circulation: % Growth 2022-2027

Table 68 - Forecast Commercial Credit Cards Transactions: % Growth 2022-2027

Table 69 - Forecast Personal Credit Cards: Number of Cards in Circulation 2022-2027

Table 70 - Forecast Personal Credit Cards Transactions 2022-2027

Table 71 - Forecast Personal Credit Cards in Circulation: % Growth 2022-2027

Table 72 - Forecast Personal Credit Cards Transactions: % Growth 2022-2027

## [Debit Cards in Israel - Category analysis](#)

### [Debit Cards in Israel - Company Profile](#)

#### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Bank of Israel initiatives boost growth in number of debit cards in circulation  
The rise of m-commerce and digital wallets undermines growth in debit cards  
The recovery of international travel supports growth in debit cards

##### PROSPECTS AND OPPORTUNITIES

Further positive growth ahead for debit cards as consumers look to limit risk  
Boom in demand for e-commerce to support growth in debit cards  
Rising use of digital wallets as e-commerce and m-commerce boom set to stunt growth

##### CATEGORY DATA

Table 73 - Debit Cards: Number of Cards in Circulation 2017-2022  
Table 74 - Debit Cards Transactions 2017-2022  
Table 75 - Debit Cards in Circulation: % Growth 2017-2022  
Table 76 - Debit Cards Transactions: % Growth 2017-2022  
Table 77 - Debit Cards: Number of Cards by Issuer 2017-2021  
Table 78 - Debit Cards: Number of Cards by Operator 2017-2021  
Table 79 - Debit Cards Payment Transaction Value by Issuer 2017-2021  
Table 80 - Debit Cards Payment Transaction Value by Operator 2017-2021  
Table 81 - Forecast Debit Cards: Number of Cards in Circulation 2022-2027  
Table 82 - Forecast Debit Cards Transactions 2022-2027  
Table 83 - Forecast Debit Cards in Circulation: % Growth 2022-2027  
Table 84 - Forecast Debit Cards Transactions: % Growth 2022-2027

## [Pre-Paid Cards in Israel - Category analysis](#)

### [Pre-Paid Cards in Israel - Company Profile](#)

#### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Pressure comes on pre-paid cards as public transport tickets migrate to payment apps  
Return of international travel supports growth in open loop pre-paid cards

##### PROSPECTS AND OPPORTUNITIES

The rise of payment apps and NFC technology to suppress growth in pre-paid cards  
Improvements to public transportation expected to support growth in pre-paid cards

##### CATEGORY DATA

Table 85 - Pre-paid Cards: Number of Cards in Circulation 2017-2022  
Table 86 - Pre-paid Cards Transactions 2017-2022  
Table 87 - Pre-paid Cards in Circulation: % Growth 2017-2022  
Table 88 - Pre-paid Cards Transactions: % Growth 2017-2022  
Table 89 - Closed Loop Pre-paid Cards Transactions 2017-2022  
Table 90 - Closed Loop Pre-paid Cards Transactions: % Growth 2017-2022  
Table 91 - Open Loop Pre-paid Cards Transactions 2017-2022  
Table 92 - Open Loop Pre-paid Cards Transactions: % Growth 2017-2022  
Table 93 - Pre-paid Cards: Number of Cards by Issuer 2017-2021  
Table 94 - Pre-paid Cards: Number of Cards by Operator 2017-2021

Table 95 - Pre-paid Cards Transaction Value by Issuer 2017-2021  
Table 96 - Pre-paid Cards Transaction Value by Operator 2017-2021  
Table 97 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021  
Table 98 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2017-2021  
Table 99 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2017-2021  
Table 100 - Closed Loop Pre-paid Cards Transaction Value by Operator 2017-2021  
Table 101 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021  
Table 102 - Open Loop Pre-paid Cards: Number of Cards by Operator 2017-2021  
Table 103 - Open Loop Pre-paid Cards Transaction Value by Issuer 2017-2021  
Table 104 - Open Loop Pre-paid Cards Transaction Value by Operator 2017-2021  
Table 105 - Forecast Pre-paid Cards: Number of Cards in Circulation 2022-2027  
Table 106 - Forecast Pre-paid Cards Transactions 2022-2027  
Table 107 - Forecast Pre-paid Cards in Circulation: % Growth 2022-2027  
Table 108 - Forecast Pre-paid Cards Transactions: % Growth 2022-2027  
Table 109 - Forecast Closed Loop Pre-paid Cards Transactions 2022-2027  
Table 110 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2022-2027  
Table 111 - Forecast Open Loop Pre-paid Cards Transactions 2022-2027  
Table 112 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2022-2027

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

[Store Cards in Israel - Company Profile](#)

## 2022 DEVELOPMENTS

Store cards do not exist in Israel and are unlikely to emerge in the near future

[Financial Cards and Payments in Israel - Industry Overview](#)

## EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture

2022 key trends

Government reforms likely to lead to higher levels of competition in the market

Competitive landscape

What next for financial cards and payments?

## MARKET INDICATORS

Table 113 - Number of POS Terminals: Units 2017-2022

Table 114 - Number of ATMs: Units 2017-2022

Table 115 - Value Lost to Fraud 2017-2022

Table 116 - Card Expenditure by Location 2022

Table 117 - Financial Cards in Circulation by Type: % Number of Cards 2017-2022

Table 118 - Domestic versus Foreign Spend 2022

## MARKET DATA

Table 119 - Financial Cards by Category: Number of Cards in Circulation 2017-2022

Table 120 - Financial Cards by Category: Number of Accounts 2017-2022

Table 121 - Financial Cards Transactions by Category: Value 2017-2022

Table 122 - Financial Cards by Category: Number of Transactions 2017-2022

Table 123 - Commercial Payments by Category: Value 2017-2022

Table 124 - Commercial Payments by Category: Number of Transactions 2017-2022

Table 125 - Personal Payments by Category: Value 2017-2022

Table 126 - Personal Payments by Category: Number of Transactions 2017-2022

Table 127 - M-Commerce by Category: Value 2017-2022

Table 128 - M-Commerce by Category: % Value Growth 2017-2022  
Table 129 - Financial Cards: Number of Cards by Issuer 2017-2021  
Table 130 - Financial Cards: Number of Cards by Operator 2017-2021  
Table 131 - Financial Cards: Card Payment Transactions Value by Operator 2017-2021  
Table 132 - Financial Cards: Card Payment Transactions Value by Issuer 2017-2021  
Table 133 - Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027  
Table 134 - Forecast Financial Cards by Category: Number of Accounts 2022-2027  
Table 135 - Forecast Financial Cards Transactions by Category: Value 2022-2027  
Table 136 - Forecast Financial Cards by Category: Number of Transactions 2022-2027  
Table 137 - Forecast Commercial Payments by Category: Value 2022-2027  
Table 138 - Forecast Commercial Payments by Category: Number of Transactions 2022-2027  
Table 139 - Forecast Personal Payments by Category: Value 2022-2027  
Table 140 - Forecast Personal Payments by Category: Number of Transactions 2022-2027  
Table 141 - Forecast M-Commerce by Category: Value 2022-2027  
Table 142 - Forecast M-Commerce by Category: % Value Growth 2022-2027

#### DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

## 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/store-cards-in-israel/report](http://www.euromonitor.com/store-cards-in-israel/report).