

# Debit Cards in Morocco

November 2023

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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

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Growing competition from debit cards issued to mobile application users  
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Carrefour Maroc woos locals with simplified application process

### PROSPECTS AND OPPORTUNITIES

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Low consumer awareness hampers progress, with Carrefour Maroc offering new option

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