



**Euromonitor
International**

Pre-Paid Cards in Morocco

February 2026

Table of Contents

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

[Charge Cards in Morocco - Company Profile](#)

2025 DEVELOPMENTS

Charge cards remain absent in Morocco

COUNTRY REPORTS DISCLAIMER

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

[Credit Cards in Morocco - Company Profile](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Credit cards gain traction despite structural barriers

INDUSTRY PERFORMANCE

Credit card volumes register steady growth

Credit card transactions rise

WHAT'S NEXT?

Credit cards adoption set to expand

Entry-level credit cards likely to expand as new regulation takes effect

Expansion in instalment payment options could affect demand for credit cards

COMPETITIVE LANDSCAPE

BCP leads credit card landscape

Smaller issuers drive growth

CATEGORY DATA

Table 1 - Credit Cards: Number of Cards in Circulation 2020-2025

Table 2 - Credit Cards Transactions 2020-2025

Table 3 - Credit Cards in Circulation: % Growth 2020-2025

Table 4 - Credit Cards Transactions: % Growth 2020-2025

Table 5 - Commercial Credit Cards: Number of Cards in Circulation 2020-2025

Table 6 - Commercial Credit Cards Transactions 2020-2025

Table 7 - Commercial Credit Cards in Circulation: % Growth 2020-2025

Table 8 - Commercial Credit Cards Transactions: % Growth 2020-2025

Table 9 - Personal Credit Cards: Number of Cards in Circulation 2020-2025

Table 10 - Personal Credit Cards Transactions 2020-2025

Table 11 - Personal Credit Cards in Circulation: % Growth 2020-2025

Table 12 - Personal Credit Cards Transactions: % Growth 2020-2025

Table 13 - Credit Cards: Number of Cards by Issuer 2020-2024

Table 14 - Credit Cards: Number of Cards by Operator 2020-2024

Table 15 - Credit Cards Payment Transaction Value by Issuer 2020-2024

Table 16 - Credit Cards Payment Transaction Value by Operator 2020-2024

Table 17 - Commercial Credit Cards: Number of Cards by Issuer 2020-2024

Table 18 - Commercial Credit Cards: Number of Cards by Operator 2020-2024

Table 19 - Commercial Credit Cards Payment Transaction Value by Issuer 2020-2024

Table 20 - Commercial Credit Cards Payment Transaction Value by Operator 2020-2024

Table 21 - Personal Credit Cards: Number of Cards by Issuer 2020-2024

Table 22 - Personal Credit Cards: Number of Cards by Operator 2020-2024

Table 23 - Personal Credit Cards Payment Transaction Value by Issuer 2020-2024

Table 24 - Personal Credit Cards Payment Transaction Value by Operator 2020-2024
Table 25 - Forecast Credit Cards: Number of Cards in Circulation 2025-2030
Table 26 - Forecast Credit Cards Transactions 2025-2030
Table 27 - Forecast Credit Cards in Circulation: % Growth 2025-2030
Table 28 - Forecast Credit Cards Transactions: % Growth 2025-2030
Table 29 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2025-2030
Table 30 - Forecast Commercial Credit Cards Transactions 2025-2030
Table 31 - Forecast Commercial Credit Cards in Circulation: % Growth 2025-2030
Table 32 - Forecast Commercial Credit Cards Transactions: % Growth 2025-2030
Table 33 - Forecast Personal Credit Cards: Number of Cards in Circulation 2025-2030
Table 34 - Forecast Personal Credit Cards Transactions 2025-2030
Table 35 - Forecast Personal Credit Cards in Circulation: % Growth 2025-2030
Table 36 - Forecast Personal Credit Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Debit card usage surges as Morocco enhances financial inclusion

INDUSTRY PERFORMANCE

Debit card volumes expand amid regulatory reforms

Infrastructure upgrades fuel debit card transactions

WHAT'S NEXT?

Government efforts to drive financial inclusion will continue support demand

Expansion in added-value services will drive differentiation

Fintech partnerships will drive innovation

COMPETITIVE LANDSCAPE

BCP remains leading debit card issuer

Smaller players gain traction

CATEGORY DATA

Table 37 - Debit Cards: Number of Cards in Circulation 2020-2025
Table 38 - Debit Cards Transactions 2020-2025
Table 39 - Debit Cards in Circulation: % Growth 2020-2025
Table 40 - Debit Cards Transactions: % Growth 2020-2025
Table 41 - Debit Cards: Number of Cards by Issuer 2020-2024
Table 42 - Debit Cards: Number of Cards by Operator 2020-2024
Table 43 - Debit Cards Payment Transaction Value by Issuer 2020-2024
Table 44 - Debit Cards Payment Transaction Value by Operator 2020-2024
Table 45 - Forecast Debit Cards: Number of Cards in Circulation 2025-2030
Table 46 - Forecast Debit Cards Transactions 2025-2030
Table 47 - Forecast Debit Cards in Circulation: % Growth 2025-2030
Table 48 - Forecast Debit Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Pre-paid cards decline amid digital payment surge

INDUSTRY PERFORMANCE

Pre-paid cards suffer from growth of digital alternatives

Closed loop pre-paid cards gain relevance

WHAT'S NEXT?

Pre-paid cards will experience competition from digital payment methods

Pre-paid transport cards will benefit from infrastructure developments

Remittance cards poised for growth

COMPETITIVE LANDSCAPE

Al Barid Bank continue to lead to pre-paid card landscape

CATEGORY DATA

Table 49 - Pre-paid Cards: Number of Cards in Circulation 2020-2025

Table 50 - Pre-paid Cards Transactions 2020-2025

Table 51 - Pre-paid Cards in Circulation: % Growth 2020-2025

Table 52 - Pre-paid Cards Transactions: % Growth 2020-2025

Table 53 - Closed Loop Pre-paid Cards Transactions 2020-2025

Table 54 - Closed Loop Pre-paid Cards Transactions: % Growth 2020-2025

Table 55 - Open Loop Pre-paid Cards Transactions 2020-2025

Table 56 - Open Loop Pre-paid Cards Transactions: % Growth 2020-2025

Table 57 - Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 58 - Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 59 - Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 60 - Pre-paid Cards Transaction Value by Operator 2020-2024

Table 61 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 62 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 63 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 64 - Closed Loop Pre-paid Cards Transaction Value by Operator 2020-2024

Table 65 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 66 - Open Loop Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 67 - Open Loop Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 68 - Open Loop Pre-paid Cards Transaction Value by Operator 2020-2024

Table 69 - Forecast Pre-paid Cards: Number of Cards in Circulation 2025-2030

Table 70 - Forecast Pre-paid Cards Transactions 2025-2030

Table 71 - Forecast Pre-paid Cards in Circulation: % Growth 2025-2030

Table 72 - Forecast Pre-paid Cards Transactions: % Growth 2025-2030

Table 73 - Forecast Closed Loop Pre-paid Cards Transactions 2025-2030

Table 74 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2025-2030

Table 75 - Forecast Open Loop Pre-paid Cards Transactions 2025-2030

Table 76 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

2025 DEVELOPMENTS

Store cards have negligible presence

COUNTRY REPORTS DISCLAIMER

Financial Cards and Payments in Morocco - Industry Overview

EXECUTIVE SUMMARY

Financial card industry sees steady growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Number of financial cards in circulation continues to grow

Liberalisation of EPT market boosts financial inclusion

WHAT'S NEXT?

Financial card circulation poised for steady growth

COMPETITIVE LANDSCAPE

BCP retains leading position

Emerging fintech challengers drive growth of smaller issuers

MARKET INDICATORS

Table 77 - Number of POS Terminals: Units 2020-2025

Table 78 - Number of ATMs: Units 2020-2025

Table 79 - Value Lost to Fraud 2020-2025

Table 80 - Card Expenditure by Location 2025

Table 81 - Financial Cards in Circulation by Type: % Number of Cards 2020-2025

Table 82 - Domestic versus Foreign Spend 2025

MARKET DATA

Table 83 - Financial Cards by Category: Number of Cards in Circulation 2020-2025

Table 84 - Financial Cards by Category: Number of Accounts 2020-2025

Table 85 - Financial Cards Transactions by Category: Value 2020-2025

Table 86 - Financial Cards by Category: Number of Transactions 2020-2025

Table 87 - Consumer Payments by Category: Value 2020-2025

Table 88 - Consumer Payments by Category: Number of Transactions 2020-2025

Table 89 - M-Commerce by Category: Value 2020-2025

Table 90 - M-Commerce by Category: % Value Growth 2020-2025

Table 91 - Financial Cards: Number of Cards by Issuer 2020-2024

Table 92 - Financial Cards: Number of Cards by Operator 2020-2024

Table 93 - Financial Cards: Card Payment Transactions Value by Operator 2020-2024

Table 94 - Financial Cards: Card Payment Transactions Value by Issuer 2020-2024

Table 95 - Forecast Financial Cards by Category: Number of Cards in Circulation 2025-2030

Table 96 - Forecast Financial Cards by Category: Number of Accounts 2025-2030

Table 97 - Forecast Financial Cards Transactions by Category: Value 2025-2030

Table 98 - Forecast Financial Cards by Category: Number of Transactions 2025-2030

Table 99 - Forecast Consumer Payments by Category: Value 2025-2030

Table 100 - Forecast Consumer Payments by Category: Number of Transactions 2025-2030

Table 101 - Forecast M-Commerce by Category: Value 2025-2030

Table 102 - Forecast M-Commerce by Category: % Value Growth 2025-2030

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