

Aarkstore -lebanons cards and payments industry essay



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Aarkstore EnterpriseThe report provides top-level market analysis, information and insights into Lebanon's cards and payments industry, including: Current and forecast values for each category of Lebanon's cards and payments industry, including debit cards, credit cards, charge cards and prepaid cardsComprehensive analysis of the industry's market attractiveness and future growth areasAnalysis of various market drivers and regulations governing Lebanon's cards and payments industryDetailed analysis of the marketing strategies adopted for selling debit, credit, charge and prepaid cards used by banks and other institutions in the marketComprehensive analysis of consumer attitudes and buying preferences for cardsThe competitive landscape of Lebanon's cards and payments industryWebsite : [http://www.aarkstore.](http://www.aarkstore.com/)

com/"Aarkstore EnterpriseSummaryLebanese payments cards (including debit, credit and charge cards) registered positive growth during the review period, recording a compound annual growth rate (CAGR) of 3.41%, increasing from 1.6 million cards in circulation in 2009 to 1.8 million by the end of 2013. In terms of transaction value, payment cards valued LBP15.5 trillion (US\$10.

3 billion) in 2013, after registering a review-period (2009-2013) CAGR of 12.07%. The introduction of improved cards, rising consumer awareness for electronic payments, adoption of advanced technologies such as PayWave and PayPass feature, EMV technology and contactless cards all...