

Middle East & Africa Prepaid Card Market Size & Share Analysis - Growth Trends & Forecasts (2025 - 2030)

> ****Industry:**** Payments, Remittance & Cards (Financial Services & Investment Intelligence)
> ****Source:**** <https://www.mordorintelligence.com/industry-reports/middle-east-and-africa-prepaid-card-market>
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Executive Market Summary

Market Metric	Details
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Base Market Size	N/A
Projected Forecast (2031)	N/A
Growth Rate (CAGR)	9.00%
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in Middle East and Africa Prepaid Card industry](images/chart_2.png)

![Middle East and Africa Prepaid Card Market Summary](images/chart_3.png)

![Distribution of Payments methods used of Point of Sales (POS) transactions in the Middle East and Africa,2021](images/chart_4.png)

![Leading Financial Centers in the Middle East and Africa, 2021](images/chart_5.png)

![Keyplayers and Market Concentration Chart template (3).jpg](images/chart_6.png)

![Icon](images/chart_7.png)

![footer background image](images/chart_9.png)

![Mordor Intelligence on Facebook](images/chart_11.svg)

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![ESOMAR](images/chart_16.png)

![GPTW](images/chart_18.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Study Period | 2020 - 2030 |
Forecast Data Period | 2025 - 2030 |
Historical Data Period | 2020 - 2023 |
CAGR | 9.00% |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

Market Overview Section

Middle East and Africa Prepaid Card Market Analysis by Mordor Intelligence
The Middle East and Africa Prepaid Card Market is expected to register a CAGR of greater than 9% during the forecast period.

As a cash substitute during the COVID-19 pandemic, prepaid cards saw a sharp increase in demand throughout African and Middle Eastern countries. The expansion of technology-driven goods and services is largely to blame for the increase in the use of prepaid card payment methods in this region. Governments are also encouraging residents of the region to use cashless payment systems like mobile and digital wallets, which is promoting the expansion of prepaid cards there.

Prepaid cards are also gaining increasing adoption among consumers in Middle East and Africa who do not have a good credit score or an existing bank account in the region. Moreover, prepaid cards are also gaining traction among students, expatriate workers, and blue-collar service providers, as the payment solution offers a range of services such as sending remittances, payroll processing, gifting, government benefit disbursement, and several others.

Market Trends Section Component 4

Middle East and Africa Prepaid Card Market Trends and Insights
Digital and Mobile Banking is Driving the Market
Mobile banking offers customers various real-time physical and digital touchpoints, representing an entirely new, reinvented customer journey. Banks must continually assess the customer journey in light of customer satisfaction metrics and learn how to meet customers' needs. For the time being, a hybrid strategy that combines human interaction with technological innovation may be the best method to address client needs that are difficult to transfer entirely to the digital space.

The emergence of digital banking is exciting since these services will fast become the standard. Because of their characteristics, they are more adaptable and creative while coming up with answers. Compared to regular high-street banks, they have significantly lower acquisition expenses. They can also use data right away, allowing them to continuously enhance their services and meet the needs of their clients. These factors are driving the market of prepaid cards in the MENA region.

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Market Trends Section

Increase in FinTech Services is driving the Market
The initial wave of fintech companies in the Middle East and North Africa (Mena) area have emerged as expected, replicating business models from more advanced fintech markets and offering wallets and creative payment methods including platforms that use sound and Bluetooth. The fast-expanding FinTech ecosystem is more expansive and revolutionary thanks to an increasingly sophisticated supportive regulatory environment. The industry is going through a phase of localized, the cooperative invention that gives rise to new loan solutions, virtual/prepaid card payment systems, sector-specific digital services, and improvements in wealth technology and regulatory technology.

To stay ahead of the curve and compete as market leaders, Mena's FinTech entrepreneurs must overcome several numbers of new issues. One of the most expected worries is value: with so many unique commercial methods and unproven solutions, it is challenging for investors to judge real-world value. Additionally, there is a genuine risk that there may be significant sums of money chasing bad ideas or the subpar execution of good ones in a climate of excessive liquidity in the cap

ital markets.

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Industry Overview Section Component 6

Competitive LandscapeThe report covers major players operating in the Middle East and Africa prepaid cards Market. In terms of market share, few of the major players currently dominate the market. However, with technological advancement and service innovation, domestic to international companies are increasing their market presence by securing new contracts and tapping new markets. It has major players, including Amazon Inc., American Express, Visa, etc.

Segmentation Toc Component 10

Middle East and Africa Prepaid Card Market Report ScopePrepaid cards are a type of payment card that can be used just like credit cards or debit cards to make purchases or pay bills. These pre-loaded cards are distributed by banks, financial institutions, and other organizations. Users have the option to conduct a transaction without paying interest in the future. The Middle East and Africa Prepaid Card Markets are segmented by Offering (General purpose card, Gift card, Government benefit card, Incentive/Payroll card, and others), by Card type (Closed-loop card and Open-loop card), and by End-user (Retail, Corporate, and Government), and by Geography (Saudi Arabia, United Arab Emirates, South Africa, and the Rest of the Middle East and Africa). The report offers market size and forecasts for the Middle East and Africa Prepaid Card Market in value (USD Million) for all the above segments.

OfferingGeneral Purpose |
Gift Card |
Government Card |
Incentive/ Payroll |
Others |

Segmentation Accordion Item

GeographySaudi Arabia |
United Arab Emirates |
South Africa |
Rest of the Middle East and Africa |

Frequently Asked Questions

What is the current Middle East and Africa Prepaid Card Market size?

The Middle East and Africa Prepaid Card Market is projected to register a CAGR of greater than 9% during the forecast period (2025-2030)

Who are the key players in Middle East and Africa Prepaid Card Market?

Amazon, Wal-mart Store Inc., Next Plc, Visa and American Express are the major companies operating in the Middle East and Africa Prepaid Card Market.

What years does this Middle East and Africa Prepaid Card Market cover?

The report covers the Middle East and Africa Prepaid Card Market historical market size for years: 2020, 2021, 2022, 2023 and 2024. The report also forecasts the Middle East and Africa Prepaid Card Market size for years: 2025, 2026, 2027, 2028, 2029 and 2030.