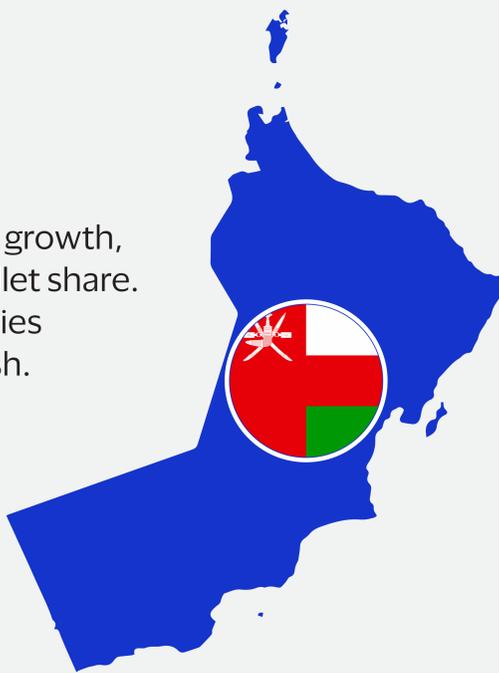


Where Cash Hides Survey Oman Results - 2023



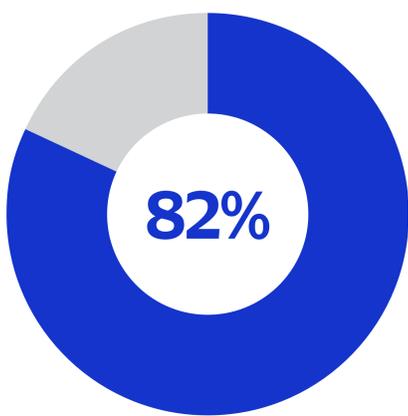
Card payments show positive growth, capturing an average **65%** wallet share. Yet, specific spending categories continue to rely heavily on cash.



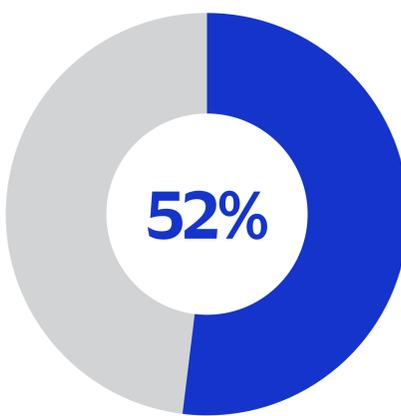
According to survey respondents, around **30%** of their transactions are still in cash.

Cash in specific categories

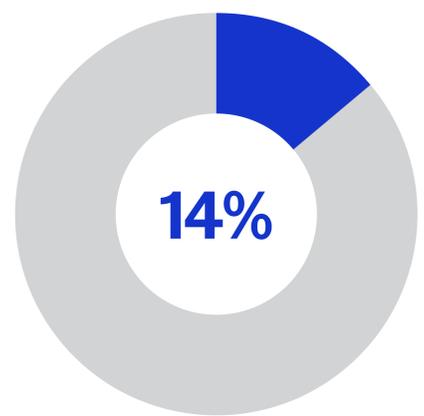
P2P Segment



Tips

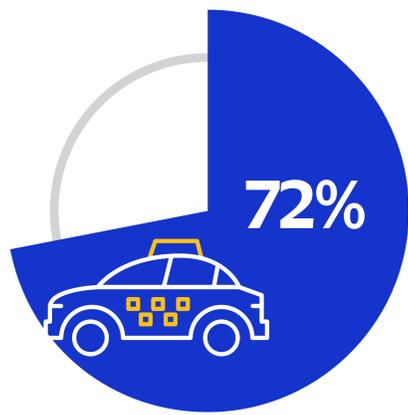


Money exchanges between friends and family

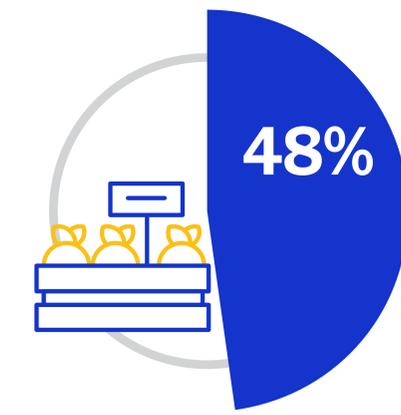


International money transfers

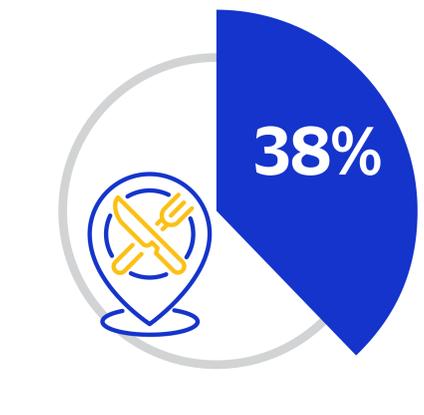
Everyday Spending



Taxi



Farmer markets



Eating out

Other Cash-Heavy Categories



20%
Events



9%
Healthcare and beauty



9%
Cinema



8%
Insurance

Top reasons respondents still use cash in identified categories

