

Charge Cards in Greece

Market Direction | 2022-12-01 | 32 pages | Euromonitor

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Report description:

The lifting of COVID-19-related control measures and the return of the Greek economy to something approaching pre-COVID normality underpinned positive growth in commercial charge cards during 2022. The category register positive growth in transactions volume and value terms over the course of the year, although this was not enough to return the category to pre-pandemic levels of activity. With business activity and spending gathering pace as the impact of the pandemic receded, transactions volum...

Euromonitor International's Charge Card Transactions in Greece report establishes the size and structure of the market for ATMs cards, smart cards, credit cards, debit cards, charge cards, pre-paid cards and store cards. It looks at key players in the market (issuers and operators), number of cards in circulation, numbers transactions and value of transactions. It offers strategic analysis of sector forecasts and trends to watch.

Product coverage: Commercial Charge Card Transactions, Personal Charge Card Transactions.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Charge Card Transactions market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Personal charge cards continues to record negative growth

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Return to previous usage patterns to boost growth in commercial charge cards

Personal charge cards is a category with a bleak future

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