

## **Credit Cards in Poland**

Market Direction | 2022-12-01 | 30 pages | Euromonitor

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### **Report description:**

The number of credit cards in circulation in Poland continued to decline during 2022 as the long-term decrease in the popularity of credit cards continued. The declining popularity of credit cards has made them one of the most difficult financial products for issuers to offer to local consumers. The popularity of credit has been in decline for some time, but the trend accelerated substantially during the COVID-19 pandemic, when they were seen as less essential payment instruments due to the cl...

Euromonitor International's Credit Card Transactions in Poland 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 Credit Card Transactions, Personal Credit 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 Credit 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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## Table of Contents:

Credit Cards in Poland  
Euromonitor International  
December 2022

### List Of Contents And Tables

#### CREDIT CARDS IN POLAND

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Number of credit cards in circulation continues to fall as the appeal of credit wanes

Credit cards suffers from a stagnation in terms of value-added functions and features

Banks look to support demand for credit cards via special promotions

##### PROSPECTS AND OPPORTUNITIES

Credit cards to face challenges due to the adverse economic environment

Credit cards to face greater competition from consumer credit, especially buy now, pay later

High interest rates to present challenges and opportunities to credit cards

##### CATEGORY DATA

Table 1 Credit Cards: Number of Cards in Circulation 2017-2022

Table 2 Credit Cards Transactions 2017-2022

Table 3 Credit Cards in Circulation: % Growth 2017-2022

Table 4 Credit Cards Transactions: % Growth 2017-2022

Table 5 Commercial Credit Cards: Number of Cards in Circulation 2017-2022

Table 6 Commercial Credit Cards Transactions 2017-2022

Table 7 Commercial Credit Cards in Circulation: % Growth 2017-2022

Table 8 Commercial Credit Cards Transactions: % Growth 2017-2022

Table 9 Personal Credit Cards: Number of Cards in Circulation 2017-2022

Table 10 Personal Credit Cards Transactions 2017-2022

Table 11 Personal Credit Cards in Circulation: % Growth 2017-2022

Table 12 Personal Credit Cards Transactions: % Growth 2017-2022

Table 13 Credit Cards: Number of Cards by Issuer 2017-2021

Table 14 Credit Cards: Number of Cards by Operator 2017-2021

Table 15 Credit Cards Payment Transaction Value by Issuer 2017-2021

Table 16 Credit Cards Payment Transaction Value by Operator 2017-2021

Table 17 Commercial Credit Cards: Number of Cards by Issuer 2017-2021

Table 18 Commercial Credit Cards: Number of Cards by Operator 2017-2021

Table 19 Commercial Credit Cards Payment Transaction Value by Issuer 2017-2021

Table 20 Commercial Credit Cards Payment Transaction Value by Operator 2017-2021

Table 21 Personal Credit Cards: Number of Cards by Issuer 2017-2021

Table 22 Personal Credit Cards: Number of Cards by Operator 2017-2021

Table 23 Personal Credit Cards Payment Transaction Value by Issuer 2017-2021

Table 24 Personal Credit Cards Payment Transaction Value by Operator 2017-2021

Table 25 Forecast Credit Cards: Number of Cards in Circulation 2022-2027

Table 26 Forecast Credit Cards Transactions 2022-2027

Table 27 Forecast Credit Cards in Circulation: % Growth 2022-2027

Table 28 Forecast Credit Cards Transactions: % Growth 2022-2027

Table 29 Forecast Commercial Credit Cards: Number of Cards in Circulation 2022-2027

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Table 30	Forecast Commercial Credit Cards Transactions 2022-2027
Table 31	Forecast Commercial Credit Cards in Circulation: % Growth 2022-2027
Table 32	Forecast Commercial Credit Cards Transactions: % Growth 2022-2027
Table 33	Forecast Personal Credit Cards: Number of Cards in Circulation 2022-2027
Table 34	Forecast Personal Credit Cards Transactions 2022-2027
Table 35	Forecast Personal Credit Cards in Circulation: % Growth 2022-2027
Table 36	Forecast Personal Credit Cards Transactions: % Growth 2022-2027
FINANCIAL CARDS AND PAYMENTS IN POLAND	
EXECUTIVE SUMMARY	
Financial cards and payments in 2022: The big picture	
2022 key trends	
Efforts to promote cashless payments target reductions in Poland's informal economy	
The competitive landscape remains dynamic as innovative new services are launched	
What next for financial cards and payments?	
MARKET INDICATORS	
Table 37	Number of POS Terminals: Units 2017-2022
Table 38	Number of ATMs: Units 2017-2022
Table 39	Value Lost to Fraud 2017-2022
Table 40	Card Expenditure by Location 2022
Table 41	Financial Cards in Circulation by Type: % Number of Cards 2017-2022
Table 42	Domestic versus Foreign Spend 2022
MARKET DATA	
Table 43	Financial Cards by Category: Number of Cards in Circulation 2017-2022
Table 44	Financial Cards by Category: Number of Accounts 2017-2022
Table 45	Financial Cards Transactions by Category: Value 2017-2022
Table 46	Financial Cards by Category: Number of Transactions 2017-2022
Table 47	Consumer Payments by Category: Value 2017-2022
Table 48	Consumer Payments by Category: Number of Transactions 2017-2022
Table 49	M-Commerce by Category: Value 2017-2022
Table 50	M-Commerce by Category: % Value Growth 2017-2022
Table 51	Financial Cards: Number of Cards by Issuer 2017-2021
Table 52	Financial Cards: Number of Cards by Operator 2017-2021
Table 53	Financial Cards: Card Payment Transactions Value by Operator 2017-2021
Table 54	Financial Cards: Card Payment Transactions Value by Issuer 2017-2021
Table 55	Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027
Table 56	Forecast Financial Cards by Category: Number of Accounts 2022-2027
Table 57	Forecast Financial Cards Transactions by Category: Value 2022-2027
Table 58	Forecast Financial Cards by Category: Number of Transactions 2022-2027
Table 59	Forecast Consumer Payments by Category: Value 2022-2027
Table 60	Forecast Consumer Payments by Category: Number of Transactions 2022-2027
Table 61	Forecast M-Commerce by Category: Value 2022-2027
Table 62	Forecast M-Commerce by Category: % Value Growth 2022-2027
DISCLAIMER	
SOURCES	
Summary 1 Research Sources	

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