

Credit Cards in Romania

Market Direction | 2022-12-01 | 29 pages | Euromonitor

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Report description:

Credit cards were becoming increasingly popular prior to the pandemic, in line with Romania's growing economy and rising disposable incomes over the review period. Credit cards also benefited from the offer a convenient way of financing purchases of durable goods and other high-ticket items, allowing consumers the possibility of spreading payments across up to 24 instalments on an interest-free basis, as well as easy processing of requests.

Euromonitor International's Credit Card Transactions in Romania 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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Euromonitor International
December 2022

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