

Debit Cards in Greece

Market Direction | 2022-12-01 | 26 pages | Euromonitor

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Report description:

Debit cards continued to record positive growth in transactions value in 2022. Debit cards have become the established dominant card payment tool in recent years and this trend has been further reinforced within the context of the COVID-19 pandemic, which led to rise in demand for e-commerce and contactless transactions, for health and safety reasons. In particular, debit cards have emerged as the main payment tool for e-commerce, while the current expansion of digital wallets via apps loaded on...

Euromonitor International's Debit 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 Debit Card Transactions, Personal Debit 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 Debit 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Table of Contents:

Debit Cards in Greece
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List Of Contents And Tables

DEBIT CARDS IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Pandemic-driven rise in e-commerce and contactless transactions boosts debit cards

The four systemic banks dominate as the focus falls on digital wallets

Commercial debit cards increase as economy re-starts

PROSPECTS AND OPPORTUNITIES

Dominance of debit cards to be driven by contactless, digital wallets and e-commerce

New developments to potentially disrupt the competitive landscape

Banks to find balance between new regulatory requirements and business development

CATEGORY DATA

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

Table 2 Debit Cards Transactions 2017-2022

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

Table 4 Debit Cards Transactions: % Growth 2017-2022

Table 5 Debit Cards: Number of Cards by Issuer 2017-2021

Table 6 Debit Cards: Number of Cards by Operator 2017-2021

Table 7 Debit Cards Payment Transaction Value by Issuer 2017-2021

Table 8 Debit Cards Payment Transaction Value by Operator 2017-2021

Table 9 Forecast Debit Cards: Number of Cards in Circulation 2022-2027

Table 10 □Forecast Debit Cards Transactions 2022-2027

Table 11 □Forecast Debit Cards in Circulation: % Growth 2022-2027

Table 12 □Forecast Debit Cards Transactions: % Growth 2022-2027

FINANCIAL CARDS AND PAYMENTS IN GREECE

EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture

2022 key trends

Impact of economic recovery balanced out by the Ukraine conflict and high inflation

Acceleration in growth for digital wallets, digital banking and m-commerce

Systemic banks continue to dominate despite rapid change in the competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 13 Number of POS Terminals: Units 2017-2022

Table 14 Number of ATMs: Units 2017-2022

Table 15 Value Lost to Fraud 2017-2022

Table 16 Card Expenditure by Location 2022

Table 17 Financial Cards in Circulation by Type: % Number of Cards 2017-2022

Table 18 Domestic versus Foreign Spend 2022

MARKET DATA

Table 19 Financial Cards by Category: Number of Cards in Circulation 2017-2022

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Table 20 Financial Cards by Category: Number of Accounts 2017-2022
Table 21 Financial Cards Transactions by Category: Value 2017-2022
Table 22 □Financial Cards by Category: Number of Transactions 2017-2022
Table 23 □Consumer Payments by Category: Value 2017-2022
Table 24 □Consumer Payments by Category: Number of Transactions 2017-2022
Table 25 □M-Commerce by Category: Value 2017-2022
Table 26 □M-Commerce by Category: % Value Growth 2017-2022
Table 27 □Financial Cards: Number of Cards by Issuer 2017-2021
Table 28 □Financial Cards: Number of Cards by Operator 2017-2021
Table 29 □Financial Cards: Card Payment Transactions Value by Operator 2017-2021
Table 30 □Financial Cards: Card Payment Transactions Value by Issuer 2017-2021
Table 31 □Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027
Table 32 □Forecast Financial Cards by Category: Number of Accounts 2022-2027
Table 33 □Forecast Financial Cards Transactions by Category: Value 2022-2027
Table 34 □Forecast Financial Cards by Category: Number of Transactions 2022-2027
Table 35 □Forecast Consumer Payments by Category: Value 2022-2027
Table 36 □Forecast Consumer Payments by Category: Number of Transactions 2022-2027
Table 37 □Forecast M-Commerce by Category: Value 2022-2027
Table 38 □Forecast M-Commerce by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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