

Debit Cards in Romania

Market Direction | 2022-12-01 | 22 pages | Euromonitor

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Report description:

Debit cards dominates card payment transactions in Romania in terms of the number of cards in circulation, as well as transaction volume and current value. High accessibility drives this dominance, with debit cards easily available when a consumer opens any bank account. As a result, debit cards has benefited more than most categories from the ongoing trends driven and accelerated by the COVID-19 pandemic. For example, contactless payments, mobile payments and the transition from cash to card pa...

Euromonitor International's Debit 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 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Debit Cards in Romania
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List Of Contents And Tables

DEBIT CARDS IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Debit cards dominates though cash remains king

Banca Transilvania maintains overall leadership

Growth supported by the rise of e-commerce and the shift online

PROSPECTS AND OPPORTUNITIES

Growth to continue amid rising inflation and reduced purchasing power

Consumers to move further away from cash, providing potential for debit card development

Debit cards enjoys several growth drivers

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 ROMANIA

EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture

2022 key trends

Pandemic-inspired trends hamper growth in some areas

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

Table 20 Financial Cards by Category: Number of Accounts 2017-2022

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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
DISCLAIMER
SOURCES
Summary 1 Research Sources

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