

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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Banca Transilvania maintains overall leadership

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

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Debit cards enjoys several growth drivers

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