

Financial Cards and Payments in Poland

Market Direction | 2022-12-01 | 62 pages | Euromonitor

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Report description:

The use of cash as a payment method in Poland has been on the decline for many years, a trend that was accelerated during the COVID-19 pandemic. With consumers looking to avoid using cash as a way of minimising the risk that they will come into contact with the COVID-19 virus since the onset of the pandemic, the value of transactions made using electronic instruments has experienced double digit growth. The majority of those consumers who switched to non-cash transactions during the pandemic fea...

Euromonitor International's Financial Cards and Payments 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: Financial Cards in Circulation, M-Commerce, 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 Financial Cards and Payments 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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