

## **Financial Cards and Payments in Romania**

Market Direction | 2022-12-01 | 56 pages | Euromonitor

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### **Report description:**

While cash still dominates payments in Romania in 2022, this provides huge growth prospects for all financial cards. The shift from cash to card payments continues to benefit from the rise of e-commerce, developments in and higher penetration of internet and mobile banking, and the expansion of POS terminals in retail. Further, local consumers are gradually gaining higher levels of both awareness and trust with regards to card transactions, also helping to speed up the turn away from cash. Nonet...

Euromonitor International's Financial Cards and Payments 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: 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.

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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