

Pre-Paid Cards in Greece

Market Direction | 2022-12-01 | 31 pages | Euromonitor

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Report description:

The ownership and usage of open loop pre-paid cards is declining in Greece due to the strong shift that has been sent towards debit cards in recent years. As a result, pre-paid cards are more commonly used nowadays for specific needs rather than as general payment tools or to withdraw cash from ATMs, for instance. Open loop pre-paid cards are now more likely to be various types of government benefit cards or cards issued as employee benefits and used to pay for food and beverage purchases relate...

Euromonitor International's Pre-Paid 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: Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid 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 Pre-Paid 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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The usage of employee benefit cards is on the rise

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FINANCIAL CARDS AND PAYMENTS IN GREECE

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