

## **Pre-Paid Cards in Poland**

Market Direction | 2022-12-01 | 28 pages | Euromonitor

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### **Report description:**

Closed loop pre-paid cards recorded negative growth in transactions volume in 2022, while transactions value also declined in constant price terms over the course of the year. Moreover, the number of closed loop pre-paid cards in circulation declined during 2022 and these negative growth figures can be attributed mainly to the stiff competition that the category continues to face from debit cards and mobile wallets. The types of payments that have traditionally been undertaken by closed loop pre...

Euromonitor International's Pre-Paid Card Transactions 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: 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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#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

The number of closed loop pre-paid cards in circulation falls as usage opportunities diminish

Open loop pre-paid cards continues to boom in the post-pandemic era

The EU's PSD2 directive requires changes to pre-paid cards

#### PROSPECTS AND OPPORTUNITIES

Further negative growth slated for closed loop pre-paid cards over the forecast period

Open loop pre-paid cards set for strong growth as usage widens and increases

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