

Pre-Paid Cards in Romania

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Report description:

Closed loop pre-paid cards remains the smallest area within pre-paid cards in 2022 and has been the most affected by the COVID-19. For example, gift cards have lost some of their attractiveness and perceived convenience as they are increasingly being replaced by virtual equivalents, such as online vouchers or discount codes. Store-based retailing has not faced such significant challenges in terms of loss of foot traffic over 2021 and 2022, so is seeing a return to growth, but safety and price-se...

Euromonitor International's Pre-Paid 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: 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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Romania sees expansion of contactless payments in transportation, presenting challenges for pre-paid cards

Growth in meal vouchers benefits from accelerated digitalisation

Revolut continues to win over consumers through innovative products

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Transportation cards to suffer from rise of more convenient alternatives

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