

Credit Cards in Greece

Market Direction | 2022-12-01 | 33 pages | Euromonitor

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Report description:

As Greece's economy and society emerged from the darkness of the COVID-19 pandemic, credit cards registered only very moderate growth during 2022 in terms of transactions volume and value. In addition, average spend per transaction declined over the course of the year as credit cards are increasingly being used for smaller payments. One reason for the positive growth in the category during the year is the relative recovery of spending on travel and entertainment due to the lift/easing of travel restr...

Euromonitor International's Credit 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: Commercial Credit Card Transactions, Personal Credit 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 Credit 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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CREDIT CARDS IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Minimal growth for credit cards in the new post-pandemic reality

Growth for commercial credit cards underpinned by the recovery of economic activity

No significant changes seen in the competitive landscape in credit cards in 2022

PROSPECTS AND OPPORTUNITIES

Positive growth ahead for credit cards over the forecast period

Emerging buy now, pay later services to pose more of a threat to credit cards

Positive performance for commercial credit cards, yet competition will hinder growth

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