

Credit Cards in Poland

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

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Report description:

The number of credit cards in circulation in Poland continued to decline during 2022 as the long-term decrease in the popularity of credit cards continued. The declining popularity of credit cards has made them one of the most difficult financial products for issuers to offer to local consumers. The popularity of credit has been in decline for some time, but the trend accelerated substantially during the COVID-19 pandemic, when they were seen as less essential payment instruments due to the cl...

Euromonitor International's Credit 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: 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 POLAND

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Number of credit cards in circulation continues to fall as the appeal of credit wanes

Credit cards suffers from a stagnation in terms of value-added functions and features

Banks look to support demand for credit cards via special promotions

PROSPECTS AND OPPORTUNITIES

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Credit cards to face greater competition from consumer credit, especially buy now, pay later

High interest rates to present challenges and opportunities to credit cards

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SOURCES

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