

## **Charge Cards in Poland**

Market Direction | 2023-11-21 | 30 pages | Euromonitor

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### **Report description:**

The post-pandemic return to normal lifestyles is helping to revive the charge card category, with transactions rising alongside the recovery in travel. Nevertheless, charge cards issued by banks continue to be infrequently utilised and the number in circulation is facing long-term decline. Personal charge cards are now almost niche in Poland where they are considered old-fashioned. Consumers increasingly prefer credit cards which are more convenient and give access to special offers and loyalty...

Euromonitor International's Charge 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 Charge Card Transactions, Personal Charge 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 Charge 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

#### 2023 DEVELOPMENTS

Travel recovery revives charge card transactions

Economic instability is a challenge for fuel charge cards

Diners Club withdraws from personal charge cards in Poland

#### PROSPECTS AND OPPORTUNITIES

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Commercial charge cards positively influenced by MICE and business trips

Fuel card operators to build customer loyalty with improved functionality and partnerships

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