

Charge Cards in Romania

Market Direction | 2023-11-21 | 22 pages | Euromonitor

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Report description:

Charge cards experience sluggish growth due to rising inflation and a low economic performance, leading companies to optimise expenditures by reducing spending limits. However, charge cards lack digital options that are flourishing in other card types, causing a stagnation in their development. The commercial sector dominates the charge card landscape, relying on a business-to-business approach to sustain its position. Small retailers often do not accept charge cards due to their perceived highe...

Euromonitor International's Charge 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: 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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