

Debit Cards in Greece

Market Direction | 2023-11-21 | 25 pages | Euromonitor

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Report description:

Debit cards continue to dominate the Greek financial cards and payments landscape, showing further growth in 2023. They are growing in terms of the number of cards, volume and value of transactions, and increasingly accounting for smaller, everyday transactions as consumers opt for their convenience. In 2022, the value of card transactions surpassed ATM withdrawals for the first time, and this trend persists in 2023, primarily propelled by debit cards. Debit cards are gaining ground over cash pa...

Euromonitor International's Debit 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 Debit Card Transactions, Personal Debit 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 Debit 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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DEBIT CARDS IN GREECE

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Expansion of digital wallets at the core of major banks

Piraeus Bank launches debit-based Buy Now Pay Later scheme while commercial cards see growth

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FINANCIAL CARDS AND PAYMENTS IN GREECE

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