

Debit Cards in Romania

Market Direction | 2023-11-21 | 20 pages | Euromonitor

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Report description:

Online payments have seen a significant surge in popularity, continuing through 2023, with an increasing number of e-commerce transactions being finalised through online payment methods. Electronic direct transfers and ACH (Automated Clearing House) transactions continue to grow as consumer trust in these methods increases due to familiarity, appreciation for convenience and efficiency, and enhanced security measures. Additionally, debit cards are benefiting significantly from the rise in e-comm...

Euromonitor International's Debit 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 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.

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Euromonitor International
November 2023

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