

## **Financial Cards and Payments in Romania**

Market Direction | 2023-11-21 | 51 pages | Euromonitor

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### **Report description:**

Romania lags behind in financial inclusion compared to other nations, showcasing a lower uptake of basic financial services, primarily due to a trifecta of factors: low financial literacy levels, a significant grey economy, and a widespread preference for cash transactions by both consumers and businesses. The prevalence of PoS terminals among merchants in Romania is below the EU average, further limiting the widespread adoption of financial cards.

Euromonitor International's Financial Cards and Payments 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: Financial Cards in Circulation, Mobile Payments, 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 Financial Cards and Payments 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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## **Table of Contents:**

Financial Cards and Payments in Romania  
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List Of Contents And Tables

### **FINANCIAL CARDS AND PAYMENTS IN ROMANIA**

#### **EXECUTIVE SUMMARY**

Financial cards and payments in 2023: The big picture  
2023 key trends

Consumer caution and card usage potential

Competitive landscape

What next for financial cards and payments?

#### **MARKET INDICATORS**

Table 1 Number of POS Terminals: Units 2018-2023

Table 2 Number of ATMs: Units 2018-2023

Table 3 Value Lost to Fraud 2018-2023

Table 4 Card Expenditure by Location 2023

Table 5 Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 6 Domestic versus Foreign Spend 2023

#### **MARKET DATA**

Table 7 Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 8 Financial Cards by Category: Number of Accounts 2018-2023

Table 9 Financial Cards Transactions by Category: Value 2018-2023

Table 10 □Financial Cards by Category: Number of Transactions 2018-2023

Table 11 □Consumer Payments by Category: Value 2018-2023

Table 12 □Consumer Payments by Category: Number of Transactions 2018-2023

Table 13 □M-Commerce by Category: Value 2018-2023

Table 14 □M-Commerce by Category: % Value Growth 2018-2023

Table 15 □Financial Cards: Number of Cards by Issuer 2018-2022

Table 16 □Financial Cards: Number of Cards by Operator 2018-2022

Table 17 □Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 18 □Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 19 □Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 20 □Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 21 □Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 22 □Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 23 □Forecast Consumer Payments by Category: Value 2023-2028

Table 24 □Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 25 □Forecast M-Commerce by Category: Value 2023-2028

Table 26 □Forecast M-Commerce by Category: % Value Growth 2023-2028

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

#### **DEBIT CARDS IN ROMANIA**

#### **KEY DATA FINDINGS**

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## 2023 DEVELOPMENTS

Accelerated adoption of online payments and consumer trust in digital transactions

Rejuvenation of commercial debit card usage driven by economic resilience

Innovation and sustainability shape card offerings in Romania

## PROSPECTS AND OPPORTUNITIES

Debit cards emerge as the preferred choice, riding on the cash-to-card shift

The rise of virtual debit cards through wearables and smart devices

Fintech disruption and the emergence of cross-border financial services

## CATEGORY DATA

Table 27 Debit Cards: Number of Cards in Circulation 2018-2023

Table 28 Debit Cards Transactions 2018-2023

Table 29 Debit Cards in Circulation: % Growth 2018-2023

Table 30 Debit Cards Transactions: % Growth 2018-2023

Table 31 Debit Cards: Number of Cards by Issuer 2018-2022

Table 32 Debit Cards: Number of Cards by Operator 2018-2022

Table 33 Debit Cards Payment Transaction Value by Issuer 2018-2022

Table 34 Debit Cards Payment Transaction Value by Operator 2018-2022

Table 35 Forecast Debit Cards: Number of Cards in Circulation 2023-2028

Table 36 □Forecast Debit Cards Transactions 2023-2028

Table 37 □Forecast Debit Cards in Circulation: % Growth 2023-2028

Table 38 □Forecast Debit Cards Transactions: % Growth 2023-2028

## CREDIT CARDS IN ROMANIA

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Economic factors dampen credit card usage and transactions

Credit card innovation resurges amidst intensified competition

Buy Now, Pay Later emergence challenges credit card dominance

## PROSPECTS AND OPPORTUNITIES

Credit card performance tied to economic sentiment and interest rates

Flexibility as the future advantage in a saturated competitive landscape

Balance of growth and challenges in credit card adoption

## CATEGORY DATA

Table 39 Credit Cards: Number of Cards in Circulation 2018-2023

Table 40 Credit Cards Transactions 2018-2023

Table 41 Credit Cards in Circulation: % Growth 2018-2023

Table 42 Credit Cards Transactions: % Growth 2018-2023

Table 43 Commercial Credit Cards: Number of Cards in Circulation 2018-2023

Table 44 Commercial Credit Cards Transactions 2018-2023

Table 45 Commercial Credit Cards in Circulation: % Growth 2018-2023

Table 46 Commercial Credit Cards Transactions: % Growth 2018-2023

Table 47 Personal Credit Cards: Number of Cards in Circulation 2018-2023

Table 48 □Personal Credit Cards Transactions 2018-2023

Table 49 □Personal Credit Cards in Circulation: % Growth 2018-2023

Table 50 □Personal Credit Cards Transactions: % Growth 2018-2023

Table 51 □Credit Cards: Number of Cards by Issuer 2018-2022

Table 52 □Credit Cards: Number of Cards by Operator 2018-2022

Table 53 □Credit Cards Payment Transaction Value by Issuer 2018-2022

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Table 54 □Credit Cards Payment Transaction Value by Operator 2018-2022  
Table 55 □Commercial Credit Cards: Number of Cards by Issuer 2018-2022  
Table 56 □Commercial Credit Cards: Number of Cards by Operator 2018-2022  
Table 57 □Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022  
Table 58 □Commercial Credit Cards Payment Transaction Value by Operator 2018-2022  
Table 59 □Personal Credit Cards: Number of Cards by Issuer 2018-2022  
Table 60 □Personal Credit Cards: Number of Cards by Operator 2018-2022  
Table 61 □Personal Credit Cards Payment Transaction Value by Issuer 2018-2022  
Table 62 □Personal Credit Cards Payment Transaction Value by Operator 2018-2022  
Table 63 □Forecast Credit Cards: Number of Cards in Circulation 2023-2028  
Table 64 □Forecast Credit Cards Transactions 2023-2028  
Table 65 □Forecast Credit Cards in Circulation: % Growth 2023-2028  
Table 66 □Forecast Credit Cards Transactions: % Growth 2023-2028  
Table 67 □Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028  
Table 68 □Forecast Commercial Credit Cards Transactions 2023-2028  
Table 69 □Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028  
Table 70 □Forecast Commercial Credit Cards Transactions: % Growth 2023-2028  
Table 71 □Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028  
Table 72 □Forecast Personal Credit Cards Transactions 2023-2028  
Table 73 □Forecast Personal Credit Cards in Circulation: % Growth 2023-2028  
Table 74 □Forecast Personal Credit Cards Transactions: % Growth 2023-2028

#### CHARGE CARDS IN ROMANIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Limited growth and digital lag in charge card usage  
Limited awareness and corporate dominance in charge cards  
Challenges and competition in charge card landscape

##### PROSPECTS AND OPPORTUNITIES

Limited usage with multinational corporations as key users  
Corporate charge cards maintain dominance  
Regulatory and competitive challenges for charge cards

##### CATEGORY DATA

Table 75 Charge Cards: Number of Cards in Circulation 2018-2023  
Table 76 Charge Cards Transactions 2018-2023  
Table 77 Charge Cards in Circulation: % Growth 2018-2023  
Table 78 Charge Cards Transactions: % Growth 2018-2023  
Table 79 Commercial Charge Cards: Number of Cards in Circulation 2018-2023  
Table 80 Commercial Charge Cards Transactions 2018-2023  
Table 81 Commercial Charge Cards in Circulation: % Growth 2018-2023  
Table 82 Commercial Charge Cards Transactions: % Growth 2018-2023  
Table 83 Charge Cards: Number of Cards by Issuer 2018-2022  
Table 84 □Charge Cards: Number of Cards by Operator 2018-2022  
Table 85 □Charge Cards Payment Transaction Value by Issuer 2018-2022  
Table 86 □Charge Cards Payment Transaction Value by Operator 2018-2022  
Table 87 □Commercial Charge Cards: Number of Cards by Issuer 2018-2022  
Table 88 □Commercial Charge Cards: Number of Cards by Operator 2018-2022  
Table 89 □Commercial Charge Cards Payment Transaction Value by Issuer 2018-2022

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Table 90 □Commercial Charge Cards Payment Transaction Value by Operator 2018-2022  
Table 91 □Forecast Charge Cards: Number of Cards in Circulation 2023-2028  
Table 92 □Forecast Charge Cards Transactions 2023-2028  
Table 93 □Forecast Charge Cards in Circulation: % Growth 2023-2028  
Table 94 □Forecast Charge Cards Transactions: % Growth 2023-2028  
Table 95 □Forecast Commercial Charge Cards: Number of Cards in Circulation 2023-2028  
Table 96 □Forecast Commercial Charge Cards Transactions 2023-2028  
Table 97 □Forecast Commercial Charge Cards in Circulation: % Growth 2023-2028  
Table 98 □Forecast Commercial Charge Cards Transactions: % Growth 2023-2028

#### PRE-PAID CARDS IN ROMANIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Booming growth of open-loop pre-paid cards

Open-loop pre-paid cards: Dominance and digital evolution

Evolution of closed-loop pre-paid cards and digital transformation

#### PROSPECTS AND OPPORTUNITIES

Rise of competing innovators challenges Revolut's dominance

Evolution from merchant-issued to network-branded gift cards

Pre-paid card growth constrained by evolving digital landscape

#### CATEGORY DATA

Table 99 Pre-paid Cards: Number of Cards in Circulation 2018-2023  
Table 100 Pre-paid Cards Transactions 2018-2023  
Table 101 Pre-paid Cards in Circulation: % Growth 2018-2023  
Table 102 Pre-paid Cards Transactions: % Growth 2018-2023  
Table 103 Closed Loop Pre-paid Cards Transactions 2018-2023  
Table 104 Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023  
Table 105 Open Loop Pre-paid Cards Transactions 2018-2023  
Table 106 Open Loop Pre-paid Cards Transactions: % Growth 2018-2023  
Table 107 Pre-paid Cards: Number of Cards by Issuer 2018-2022  
Table 108 □Pre-paid Cards: Number of Cards by Operator 2018-2022  
Table 109 □Pre-paid Cards Transaction Value by Issuer 2018-2022  
Table 110 □Pre-paid Cards Transaction Value by Operator 2018-2022  
Table 111 □Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022  
Table 112 □Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022  
Table 113 □Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022  
Table 114 □Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022  
Table 115 □Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022  
Table 116 □Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022  
Table 117 □Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022  
Table 118 □Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022  
Table 119 □Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028  
Table 120 □Forecast Pre-paid Cards Transactions 2023-2028  
Table 121 □Forecast Pre-paid Cards in Circulation: % Growth 2023-2028  
Table 122 □Forecast Pre-paid Cards Transactions: % Growth 2023-2028  
Table 123 □Forecast Closed Loop Pre-paid Cards Transactions 2023-2028  
Table 124 □Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028  
Table 125 □Forecast Open Loop Pre-paid Cards Transactions 2023-2028

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Table 126 □Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028  
STORE CARDS IN ROMANIA  
2023 DEVELOPMENTS

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