

Debit Cards in Greece

Market Direction | 2025-01-22 | 25 pages | Euromonitor

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Report description:

Debit cards continued to grow in Greece in 2024, in a context of an improving Greek economy and expanding card payments - which debit cards spearhead. After a long period of multiple global crises, relative stability and mild growth of the Greek economy is providing the context for increased consumer spending. On a negative note, spending is also boosted by inflated prices of basic goods due to high inflation (cost-of-living crisis) which puts intense pressure on Greek households.

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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Table of Contents:

Debit Cards in Greece
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List Of Contents And Tables

DEBIT CARDS IN GREECE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Debit cards continue to grow at the expense of cash

In a stable competitive landscape, dynamic growth of digital wallets creates some space for newcomers

Commercial debit cards also benefit from the country's new stability

PROSPECTS AND OPPORTUNITIES

Further growth for debit cards anticipated

The rising relevance of fintechs

New payment tools in an increasingly complex competitive landscape

CATEGORY DATA

Table 1 Debit Cards: Number of Cards in Circulation 2019-2024

Table 2 Debit Cards Transactions 2019-2024

Table 3 Debit Cards in Circulation: % Growth 2019-2024

Table 4 Debit Cards Transactions: % Growth 2019-2024

Table 5 Debit Cards: Number of Cards by Issuer 2019-2023

Table 6 Debit Cards: Number of Cards by Operator 2019-2023

Table 7 Debit Cards Payment Transaction Value by Issuer 2019-2023

Table 8 Debit Cards Payment Transaction Value by Operator 2019-2023

Table 9 Forecast Debit Cards: Number of Cards in Circulation 2024-2029

Table 10 □Forecast Debit Cards Transactions 2024-2029

Table 11 □Forecast Debit Cards in Circulation: % Growth 2024-2029

Table 12 □Forecast Debit Cards Transactions: % Growth 2024-2029

FINANCIAL CARDS AND PAYMENTS IN GREECE

EXECUTIVE SUMMARY

Financial cards and payments in 2024: The big picture

2024 key trends

BNPL services continue to grow

Competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 13 Number of POS Terminals: Units 2019-2024

Table 14 Number of ATMs: Units 2019-2024

Table 15 Value Lost to Fraud 2019-2024

Table 16 Card Expenditure by Location 2024

Table 17 Financial Cards in Circulation by Type: % Number of Cards 2019-2024

Table 18 Domestic versus Foreign Spend 2024

MARKET DATA

Table 19 Financial Cards by Category: Number of Cards in Circulation 2019-2024

Table 20 Financial Cards by Category: Number of Accounts 2019-2024

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Table 21 Financial Cards Transactions by Category: Value 2019-2024

Table 22 Financial Cards by Category: Number of Transactions 2019-2024

Table 23 Consumer Payments by Category: Value 2019-2024

Table 24 Consumer Payments by Category: Number of Transactions 2019-2024

Table 25 M-Commerce by Category: Value 2019-2024

Table 26 M-Commerce by Category: % Value Growth 2019-2024

Table 27 Financial Cards: Number of Cards by Issuer 2019-2023

Table 28 Financial Cards: Number of Cards by Operator 2019-2023

Table 29 Financial Cards: Card Payment Transactions Value by Operator 2019-2023

Table 30 Financial Cards: Card Payment Transactions Value by Issuer 2019-2023

Table 31 Forecast Financial Cards by Category: Number of Cards in Circulation 2024-2029

Table 32 Forecast Financial Cards by Category: Number of Accounts 2024-2029

Table 33 Forecast Financial Cards Transactions by Category: Value 2024-2029

Table 34 Forecast Financial Cards by Category: Number of Transactions 2024-2029

Table 35 Forecast Consumer Payments by Category: Value 2024-2029

Table 36 Forecast Consumer Payments by Category: Number of Transactions 2024-2029

Table 37 Forecast M-Commerce by Category: Value 2024-2029

Table 38 Forecast M-Commerce by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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