

Debit Cards in Romania

Market Direction | 2025-01-21 | 20 pages | Euromonitor

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Report description:

New legislation makes it obligatory for all merchants in Romania to accept card payments and this includes debit cards. The law came into effect in June 2024 and is expected to drive growth in the number of debit card transactions over the upcoming forecast period. Consumers are already using their debit card for smaller purchases in 2024, with the average value of debit card transaction falling. Consumers are taking advantage of the opportunity to pay with a card for items of lower value.

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.

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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