

Financial Cards and Payments in Romania

Market Direction | 2025-01-21 | 49 pages | Euromonitor

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Report description:

In Romania, the percentage of cash payments remains high with many employees receiving their wages in cash, which naturally reduces the use of financial cards. Nonetheless, cards have witnessed rapid growth in recent years with the share of card payments rising year on year. Digital payments are driving the use of card transactions supported by retail e-commerce platforms which have adopted digital payment methods to improve the customer experience and increase sales. The integration of secure p...

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.

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Euromonitor International

January 2025

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