

Pre-Paid Cards in Romania

Market Direction | 2025-01-21 | 24 pages | Euromonitor

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Report description:

Pre-paid cards experienced strong growth in 2024 as reflected by the surge in the volume of cards in circulation, the volume of transactions and overall expenditure. The strong performance is primarily attributed to the remarkable growth observed in open-loop cards, creating opportunities for operators such as Revolut, which continues to see double-digit growth in the number of transactions. Romania is the leading market in central and eastern Europe for Revolut and the company invests heavily i...

Euromonitor International's Pre-Paid 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: Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid 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 Pre-Paid 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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Open loop pre-paid cards are prominent
Highly fragmented landscape in closed loop pre-paid cards

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FINANCIAL CARDS AND PAYMENTS IN ROMANIA

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