

## **Pre-Paid Cards in Romania**

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

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **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.

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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Table of Contents:**

Pre-Paid Cards in Romania  
Euromonitor International  
January 2025

List Of Contents And Tables

PRE-PAID CARDS IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Pre-paid cards witness strong performance  
Open loop pre-paid cards are prominent  
Highly fragmented landscape in closed loop pre-paid cards

PROSPECTS AND OPPORTUNITIES

Pre-paid cards face competition from debit cards  
Digital technologies threaten traditional pre-paid cards  
Network-branded gift cards to threaten merchant offerings

CATEGORY DATA

Table 1 Pre-paid Cards: Number of Cards in Circulation 2019-2024

Table 2 Pre-paid Cards Transactions 2019-2024

Table 3 Pre-paid Cards in Circulation: % Growth 2019-2024

Table 4 Pre-paid Cards Transactions: % Growth 2019-2024

Table 5 Closed Loop Pre-paid Cards Transactions 2019-2024

Table 6 Closed Loop Pre-paid Cards Transactions: % Growth 2019-2024

Table 7 Open Loop Pre-paid Cards Transactions 2019-2024

Table 8 Open Loop Pre-paid Cards Transactions: % Growth 2019-2024

Table 9 Pre-paid Cards: Number of Cards by Issuer 2019-2023

Table 10 □Pre-paid Cards: Number of Cards by Operator 2019-2023

Table 11 □Pre-paid Cards Transaction Value by Issuer 2019-2023

Table 12 □Pre-paid Cards Transaction Value by Operator 2019-2023

Table 13 □Closed Loop Pre-paid Cards: Number of Cards by Issuer 2019-2023

Table 14 □Closed Loop Pre-paid Cards: Number of Cards by Operator 2019-2023

Table 15 □Closed Loop Pre-paid Cards Transaction Value by Issuer 2019-2023

Table 16 □Closed Loop Pre-paid Cards Transaction Value by Operator 2019-2023

Table 17 □Open Loop Pre-paid Cards: Number of Cards by Issuer 2019-2023

Table 18 □Open Loop Pre-paid Cards: Number of Cards by Operator 2019-2023

Table 19 □Open Loop Pre-paid Cards Transaction Value by Issuer 2019-2023

Table 20 □Open Loop Pre-paid Cards Transaction Value by Operator 2019-2023

Table 21 □Forecast Pre-paid Cards: Number of Cards in Circulation 2024-2029

Table 22 □Forecast Pre-paid Cards Transactions 2024-2029

Table 23 □Forecast Pre-paid Cards in Circulation: % Growth 2024-2029

Table 24 □Forecast Pre-paid Cards Transactions: % Growth 2024-2029

Table 25 □Forecast Closed Loop Pre-paid Cards Transactions 2024-2029

Table 26 □Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2024-2029

Table 27 □Forecast Open Loop Pre-paid Cards Transactions 2024-2029

Table 28 □Forecast Open Loop Pre-paid Cards Transactions: % Growth 2024-2029

FINANCIAL CARDS AND PAYMENTS IN ROMANIA

## EXECUTIVE SUMMARY

Financial cards and payments in 2024: The big picture

2024 key trends

New legislation requires merchants to offer cashless payment options

Competitive landscape

What next for financial cards and payments?

## MARKET INDICATORS

Table 29 Number of POS Terminals: Units 2019-2024

Table 30 Number of ATMs: Units 2019-2024

Table 31 Value Lost to Fraud 2019-2024

Table 32 Card Expenditure by Location 2024

Table 33 Financial Cards in Circulation by Type: % Number of Cards 2019-2024

Table 34 Domestic versus Foreign Spend 2024

## MARKET DATA

Table 35 Financial Cards by Category: Number of Cards in Circulation 2019-2024

Table 36 Financial Cards by Category: Number of Accounts 2019-2024

Table 37 Financial Cards Transactions by Category: Value 2019-2024

Table 38 □Financial Cards by Category: Number of Transactions 2019-2024

Table 39 □Consumer Payments by Category: Value 2019-2024

Table 40 □Consumer Payments by Category: Number of Transactions 2019-2024

Table 41 □M-Commerce by Category: Value 2019-2024

Table 42 □M-Commerce by Category: % Value Growth 2019-2024

Table 43 □Financial Cards: Number of Cards by Issuer 2019-2023

Table 44 □Financial Cards: Number of Cards by Operator 2019-2023

Table 45 □Financial Cards: Card Payment Transactions Value by Operator 2019-2023

Table 46 □Financial Cards: Card Payment Transactions Value by Issuer 2019-2023

Table 47 □Forecast Financial Cards by Category: Number of Cards in Circulation 2024-2029

Table 48 □Forecast Financial Cards by Category: Number of Accounts 2024-2029

Table 49 □Forecast Financial Cards Transactions by Category: Value 2024-2029

Table 50 □Forecast Financial Cards by Category: Number of Transactions 2024-2029

Table 51 □Forecast Consumer Payments by Category: Value 2024-2029

Table 52 □Forecast Consumer Payments by Category: Number of Transactions 2024-2029

Table 53 □Forecast M-Commerce by Category: Value 2024-2029

Table 54 □Forecast M-Commerce by Category: % Value Growth 2024-2029

## DISCLAIMER

## SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Pre-Paid Cards in Romania

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-26
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com