

Assessing the Payment Landscape in Eastern Europe

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Abstracts

The Eastern European market posted the second fastest growth rate of all regions in terms of card payment volume over the 2006-2011 period. Growth in the region is being aided by debit cards which grew in popularity as a result of salary card programmes. Fraud has, however, continued to hamper card usage. Mobile and internet access are expected to become more important in the region, as these technologies become a way to connect rural and low-income consumers with the traditional banking system.

Euromonitor International's Assessing the Payment Landscape in Eastern Europe global briefing offers insight into the size and shape of the Consumer Finance market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and offers strategic analysis of key factors influencing the market. Forecasts provide an invaluable perspective on market evolution and the criteria for success. The briefing leverages Euromonitor International's 360-degree coverage of the global payments' landscape including insight on consumer debt.

Product coverage: Consumer Lending, Financial Cards and Payments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Consumer Finance 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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