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# ATM Cards in Romania

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## Abstracts

The number of cash withdrawals continuously increases, despite the attempts of financial institutions to change the habits of financial consumers, by charging higher fees on cash withdrawal in comparison with POS payments. Banks in general charge started charging extra high fees on cash withdrawals from credit cards, which proves to be effective in convincing clients to use the virtual money functions of the cards. The increase in the number and value of ATM transactions is becoming slower, but...

Euromonitor International's ATM 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.

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

**Why buy this report?**

Get a detailed picture of the ATM 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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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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