

## Debit Cards in Ukraine

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Debit cards remained the most dominant and most used type of payment card in Ukraine in 2017. A debit card is relatively cheap to exploit, and consumers usually prefer its pay-now function to avoid hidden costs and risks. The rising banked population continued to support the development of financial cards, especially debit. While many Ukrainians still lacked access to banking services in 2017, the number of unbanked consumers continued to diminish, and consumers were increasingly acquainted with...

Euromonitor International's Debit Transactions in Ukraine 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 Debit 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.

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