

Digital Landscape in Eastern Europe

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Abstracts

Eastern Europe's digital development continues as consumers increasingly embrace digital services. Consumers previously suspicious of the safety of online payments began to trust and value the convenience of fast and secure online payment methods as they came into greater contact with them in 2020 due to Coronavirus (COVID-19). This shift is not expected to be a temporary trend during the pandemic but will help accelerate digitalisation, particularly with the arrival of 5G on the horizon.

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