

# European Payscape 2023: Payment Policy Developments

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## Abstracts

Extending financial services in emerging markets often faces a complex web of hurdles. Questions of trust and financial literacy are often significant factors. In the Middle East and Africa, overcoming challenges associated with underdeveloped rural infrastructure makes adoption particularly tricky. Innovative and adaptive use of technology and offerings, however, provides a promising path forward for reducing the number of unbanked and underserved consumers in the region.

Euromonitor International's European Payscape 2023: Payment Policy Developments 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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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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