

Financial Cards and Payments in Eastern Europe

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Abstracts

Financial cards and payments were significantly impacted by Coronavirus (COVID-19) in 2020, with the pandemic still affecting the industry in 2021. However, after the decline in consumer payment transactions value in 2020, a return to positive growth will be seen in 2021, paving the way for a stronger recovery in 2022. The pandemic, with its lockdowns and retail/foodservice closures as well as a general fear of handling cash, has provided further impetus towards card and contactless payments.

Euromonitor International's Financial Cards and Payments 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.

Data 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.

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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