

Financial Cards and Payments in Ukraine

<https://marketpublishers.com/r/FEFF640EECBEN.html>

Date: November 2021

Pages: 42

Price: US\$ 2,100.00 (Single User License)

ID: FEFF640EECBEN

Abstracts

A shift to cashless payments among local consumers continued to drive growth in financial card use among Ukrainians in 2021. Although COVID-19 has played a role in this by making some (particularly older consumers) more reluctant to handle notes and coins due to the risk of contagion, the main drivers of this growth remain the convenience and security, in addition to the various rewards/cashback on offer to holders of debit and credit cards. Moreover, the country's point-of-sale payment infrastr...

Euromonitor International's Financial Cards and Payments 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.

Product coverage: Financial Cards in Circulation, M-Commerce, Transactions.

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

Why buy this report?

Get a detailed picture of the Financial Cards and Payments 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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Ukrainians can now open bank accounts remotely

Easy to use and offer a high level of security, digital wallets grow in popularity

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Promotions and benefits lure consumers

More established rivals struggle to catch up with start-up Monobank

PROSPECTS AND OPPORTUNITIES

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2021 DEVELOPMENTS

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2021 DEVELOPMENTS

Reduction in public transport use slows growth in the use of closed loop pre-paid cards

Transportation dominates pre-paid cards

Open loop pre-paid cards remain limited to general purpose reloadable cards

PROSPECTS AND OPPORTUNITIES

Post-pandemic economic recovery and revival in public transport use will underpin growth in transaction value

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2021 DEVELOPMENTS

Store cards have no presence in Ukraine

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