

# Financial Cards and Payments in Ukraine

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## 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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Promotions and benefits lure consumers

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**PROSPECTS AND OPPORTUNITIES**

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Store cards have no presence in Ukraine



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