

Payments in Emerging Markets: Consumer Trust as a Hurdle in Eastern Europe

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Date: November 2018

Pages: 19

Price: US\$ 1,325.00 (Single User License)

ID: P4D6D32FCCAEN

Abstracts

Cultivating trust in financial services can be a daunting task. Alleviating concerns is likely to require a combination of education and technology. Leaning on consumer familiarity with mobile phones is an important avenue for fostering both trust and knowledge, as is utilising technology to bridge gaps in infrastructure. In Eastern Europe, where building trust is a fight against infrastructure, knowledge and engrained habits, finding ways to add value will be necessary to foster trust.

Euromonitor International's Payments in Emerging Markets: Consumer Trust as a Hurdle 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.

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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