

# Pre-Paid Transactions in Greece

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## Abstracts

The momentum of pre-paid cards continued in 2014, and the increase in the number of cards and the (somewhat slower) rise in value transactions prove that pre-paid cards remains an attractive and largely underdeveloped area with good growth potential. The momentum mainly stems from the rise of online shopping in Greece, which, whilst still lagging behind Western European standards, is quickly gaining ground. It is estimated that one out of three Greek internet users made online purchases during...

Euromonitor International's Pre-Paid Transactions in Greece 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:** Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid Card 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 Pre-Paid Transactions 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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