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Pre-Paid Transactions in Poland

https://marketpublishers.com/r/P74F94E0B93EN.html
Date: January 2015
Pages: 37
Price: US$ 990.00 (Single User License)
ID: P74F94E0B93EN

Abstracts

Open loop pre-paid cards experienced strong growth in Poland during 2014. The vast majority of new open loop pre-paid cards issued in the country during the year were general purpose reloadable cards. The number of such cards in circulation increased by more than 100,000 during 2014. Poles are gradually accepting such cards as particularly useful as tickets for cultural events or as an alternative to cash for their children. However, such cards are still rather novel and Poland and thus...

Euromonitor International's Pre-Paid Transactions in Poland 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;

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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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