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Pre-Paid Transactions in Romania

https://marketpublishers.com/r/P94C76F2981EN.html
Date: February 2015
Pages: 24
Price: US$ 990.00 (Single User License)
ID: P94C76F2981EN

Abstracts

In 2014 the number of prepaid cards issued increased by 12%, the number of transactions increased by 7% and the retail value increased by 14%. It was one of the most dynamic categories within financial cards. Rapidly growing open-loop cards significantly outperformed growth of closed-loop cards in terms of cards issued.

Euromonitor International's Pre-Paid Transactions in Romania 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.

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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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