Debit Cards in Russia

Description: Debit cards has experienced the most dynamic performance in current value terms within financial cards in Russia in 2016. Its transaction value has grown by 17% in current value terms to reach RUB8.9 trillion in 2016. The key factors behind this positive performance are the increasing literacy of Russian consumers and improving point-of-sale infrastructure. At the beginning of review period, Russians were more likely to use cash payments and used debit cards mainly to withdraw money from ATMs.

The Debit Transactions in Russia 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.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
- Get a detailed picture of the Debit 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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November 2016

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