Debit Cards in Ukraine

Description: Debit cards remained the most prevalent and most used type of payment cards in Ukraine in 2016. A debit card is relatively cheap, and consumers usually prefer its “pay now” function in order to avoid hidden costs. Debit cards accounted for a 92% value share of total card payments and an 85% share of the total number of card payment transactions in 2016.

The Debit Transactions in Ukraine 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.

Contents:

DEBIT CARDS IN UKRAINE

November 2016

LIST OF CONTENTS AND TABLES

Headlines
Trends
Competitive Landscape
Prospects
Category Data
Table 1 Debit Cards: Number of Cards in Circulation 2011-2016
Table 2 Debit Cards Transactions 2011-2016
Table 3 Debit Cards in Circulation: % Growth 2011-2016
Table 4 Debit Cards Transactions: % Growth 2011-2016
Table 5 Debit Cards: Number of Cards by Issuer 2011-2015
Table 6 Debit Cards: Number of Cards by Operator 2011-2015
Table 7 Debit Cards Payment Transaction Value by Issuer 2011-2015
Table 8 Debit Cards Payment Transaction Value by Operator 2011-2015
Table 9 Forecast Debit Cards: Number of Cards in Circulation 2016-2021
Table 10 Forecast Debit Cards Transactions 2016-2021
Table 11 Forecast Debit Cards in Circulation: % Growth 2016-2021
Table 12 Forecast Debit Cards Transactions: % Growth 2016-2021

Privatbank Kb Pat in Consumer Finance (ukraine)

Strategic Direction
Key Facts
Summary 1 PrivatBank KB PAT: Operational Indicators
Competitive Positioning
Summary 2 PrivatBank KB PAT: Competitive Position 2015
Executive Summary
Cash Dominates But Merchant Acceptance Encourages A Shift Towards Card Payments
Privatbank Kb Pat Leads Financial Cards in Circulation
Forecast Period Set To See Expansion of Financial Card Usage
Key Trends and Developments
Cashless Payments Increase in Popularity
Internet Penetration Changes Consumer Behaviour in Terms of Payments in Ukraine
Market Indicators
Table 13 Number of POS Terminals: Units 2011-2016
Table 14 Number of ATMs: Units 2011-2016
Table 15 Value Lost to Fraud 2011-2016
Table 16 Card Expenditure by Location 2016
Table 17 Financial Cards in Circulation by Type: % Number of Cards 2011-2016
Table 18 Domestic versus Foreign Spend 2016

Market Data
Table 19 Financial Cards by Category: Number of Cards in Circulation 2011-2016
Table 20 Financial Cards by Category: Number of Accounts 2011-2016
Table 21 Financial Cards Transactions by Category: Value 2011-2016
Table 22 Financial Cards by Category: Number of Transactions 2011-2016
Table 23 Consumer Payments by Category: Value 2011-2016
Table 24 Consumer Payments by Category: Number of Transactions 2011-2016
Table 25 M-Commerce by Category: Value 2013-2016
Table 26 M-Commerce by Category: % Value Growth 2013-2016
Table 27 Financial Cards: Number of Cards by Issuer 2011-2015
Table 28 Financial Cards: Number of Cards by Operator 2011-2015
Table 29 Financial Cards: Card Payment Transactions Value by Operator 2011-2015
Table 30 Financial Cards: Card Payment Transactions Value by Issuer 2011-2015
Table 31 Forecast Financial Cards by Category: Number of Cards in Circulation 2016-2021
Table 32 Forecast Financial Cards by Category: Number of Accounts 2016-2021
Table 33 Forecast Financial Cards Transactions by Category: Value 2016-2021
Table 34 Forecast Financial Cards by Category: Number of Transactions 2016-2021
Table 35 Forecast Consumer Payments by Category: Value 2016-2021
Table 36 Forecast Consumer Payments by Category: Number of Transactions 2016-2021
Table 37 Forecast M-Commerce by Category: Value 2016-2021
Table 38 Forecast M-Commerce by Category: % Value Growth 2016-2021

Definitions
Sources
Summary 3 Research Sources


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