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.

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DEBIT CARDS IN UKRAINE

November 2016

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