Debit Cards in Poland

Description:
Debit cards has maintained its position as the leader in financial cards in Poland, with it being by far the largest category. These products are predominantly issued for personal bank accounts, which means that the vast majority of bank account holders have them. The reduction of the interchange fee in 2015 to 0.2% had a very positive effect on card acceptance by merchants, including chains of retail stores and service points, which has led to a rapidly expanded card acceptance network.

The Debit 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.

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 POLAND
December 2016

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