

Financial Cards and Payments in Greece

December 2022

Table of Contents

EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture

2022 key trends

Impact of economic recovery balanced out by the Ukraine conflict and high inflation

Acceleration in growth for digital wallets, digital banking and m-commerce

Systemic banks continue to dominate despite rapid change in the competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 1 - Number of POS Terminals: Units 2017-2022

Table 2 - Number of ATMs: Units 2017-2022

Table 3 - Value Lost to Fraud 2017-2022

Table 4 - Card Expenditure by Location 2022

Table 5 - Financial Cards in Circulation by Type: % Number of Cards 2017-2022

Table 6 - Domestic versus Foreign Spend 2022

MARKET DATA

Table 7 - Financial Cards by Category: Number of Cards in Circulation 2017-2022

Table 8 - Financial Cards by Category: Number of Accounts 2017-2022

Table 9 - Financial Cards Transactions by Category: Value 2017-2022

Table 10 - Financial Cards by Category: Number of Transactions 2017-2022

Table 11 - Commercial Payments by Category: Value 2017-2022

Table 12 - Commercial Payments by Category: Number of Transactions 2017-2022

Table 13 - Personal Payments by Category: Value 2017-2022

Table 14 - Personal Payments by Category: Number of Transactions 2017-2022

Table 15 - M-Commerce by Category: Value 2017-2022

Table 16 - M-Commerce by Category: % Value Growth 2017-2022

Table 17 - Financial Cards: Number of Cards by Issuer 2017-2021

Table 18 - Financial Cards: Number of Cards by Operator 2017-2021

Table 19 - Financial Cards: Card Payment Transactions Value by Operator 2017-2021

Table 20 - Financial Cards: Card Payment Transactions Value by Issuer 2017-2021

Table 21 - Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027

Table 22 - Forecast Financial Cards by Category: Number of Accounts 2022-2027

Table 23 - Forecast Financial Cards Transactions by Category: Value 2022-2027

Table 24 - Forecast Financial Cards by Category: Number of Transactions 2022-2027

Table 25 - Forecast Commercial Payments by Category: Value 2022-2027

Table 26 - Forecast Commercial Payments by Category: Number of Transactions 2022-2027

Table 27 - Forecast Personal Payments by Category: Value 2022-2027

Table 28 - Forecast Personal Payments by Category: Number of Transactions 2022-2027

Table 29 - Forecast M-Commerce by Category: Value 2022-2027

Table 30 - Forecast M-Commerce by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Charge Cards in Greece - Category analysis](#)

KEY DATA FINDINGS

2022 DEVELOPMENTS

Commercial charge cards start to recover as economy gains momentum

Personal charge cards continues to record negative growth

Alpha Bank and Visa the leading players in charge cards

PROSPECTS AND OPPORTUNITIES

Growth of commercial charge cards to accelerate as the Greek economy recovers

Return to previous usage patterns to boost growth in commercial charge cards

Personal charge cards is a category with a bleak future

CATEGORY DATA

Table 31 - Charge Cards: Number of Cards in Circulation 2017-2022

Table 32 - Charge Cards Transactions 2017-2022

Table 33 - Charge Cards in Circulation: % Growth 2017-2022

Table 34 - Charge Cards Transactions: % Growth 2017-2022

Table 35 - Commercial Charge Cards: Number of Cards in Circulation 2017-2022

Table 36 - Commercial Charge Cards Transactions 2017-2022

Table 37 - Commercial Charge Cards in Circulation: % Growth 2017-2022

Table 38 - Commercial Charge Cards Transactions: % Growth 2017-2022

Table 39 - Personal Charge Cards: Number of Cards in Circulation 2017-2022

Table 40 - Personal Charge Cards Transactions 2017-2022

Table 41 - Personal Charge Cards in Circulation: % Growth 2017-2022

Table 42 - Personal Charge Cards Transactions: % Growth 2017-2022

Table 43 - Charge Cards: Number of Cards by Issuer 2017-2021

Table 44 - Charge Cards: Number of Cards by Operator 2017-2021

Table 45 - Charge Cards Payment Transaction Value by Issuer 2017-2021

Table 46 - Charge Cards Payment Transaction Value by Operator 2017-2021

Table 47 - Commercial Charge Cards: Number of Cards by Issuer 2017-2021

Table 48 - Commercial Charge Cards: Number of Cards by Operator 2017-2021

Table 49 - Commercial Charge Cards Payment Transaction Value by Issuer 2017-2021

Table 50 - Commercial Charge Cards Payment Transaction Value by Operator 2017-2021

Table 51 - Personal Charge Cards: Number of Cards by Issuer 2017-2021

Table 52 - Personal Charge Cards: Number of Cards by Operator 2017-2021

Table 53 - Personal Charge Cards Transaction Value by Issuer 2017-2021

Table 54 - Personal Charge Cards Transaction Value by Operator 2017-2021

Table 55 - Forecast Charge Cards: Number of Cards in Circulation 2022-2027

Table 56 - Forecast Charge Cards Transactions 2022-2027

Table 57 - Forecast Charge Cards in Circulation: % Growth 2022-2027

Table 58 - Forecast Charge Cards Transactions: % Growth 2022-2027

Table 59 - Forecast Commercial Charge Cards: Number of Cards in Circulation 2022-2027

Table 60 - Forecast Commercial Charge Cards Transactions 2022-2027

Table 61 - Forecast Commercial Charge Cards in Circulation: % Growth 2022-2027

Table 62 - Forecast Commercial Charge Cards Transactions: % Growth 2022-2027

Table 63 - Forecast Personal Charge Cards: Number of Cards in Circulation 2022-2027

Table 64 - Forecast Personal Charge Cards Transactions 2022-2027

Table 65 - Forecast Personal Charge Cards in Circulation: % Growth 2022-2027

Table 66 - Forecast Personal Charge Cards Transactions: % Growth 2022-2027

[Credit Cards in Greece - Category analysis](#)

KEY DATA FINDINGS

2022 DEVELOPMENTS

Minimal growth for credit cards in the new post-pandemic reality

Growth for commercial credit cards underpinned by the recovery of economic activity
No significant changes seen in the competitive landscape in credit cards in 2022

PROSPECTS AND OPPORTUNITIES

Positive growth ahead for credit cards over the forecast period
Emerging buy now, pay later services to pose more of a threat to credit cards
Positive performance for commercial credit cards, yet competition will hinder growth

CATEGORY DATA

Table 67 - Credit Cards: Number of Cards in Circulation 2017-2022
Table 68 - Credit Cards Transactions 2017-2022
Table 69 - Credit Cards in Circulation: % Growth 2017-2022
Table 70 - Credit Cards Transactions: % Growth 2017-2022
Table 71 - Commercial Credit Cards: Number of Cards in Circulation 2017-2022
Table 72 - Commercial Credit Cards Transactions 2017-2022
Table 73 - Commercial Credit Cards in Circulation: % Growth 2017-2022
Table 74 - Commercial Credit Cards Transactions: % Growth 2017-2022
Table 75 - Personal Credit Cards: Number of Cards in Circulation 2017-2022
Table 76 - Personal Credit Cards Transactions 2017-2022
Table 77 - Personal Credit Cards in Circulation: % Growth 2017-2022
Table 78 - Personal Credit Cards Transactions: % Growth 2017-2022
Table 79 - Credit Cards: Number of Cards by Issuer 2017-2021
Table 80 - Credit Cards: Number of Cards by Operator 2017-2021
Table 81 - Credit Cards Payment Transaction Value by Issuer 2017-2021
Table 82 - Credit Cards Payment Transaction Value by Operator 2017-2021
Table 83 - Commercial Credit Cards: Number of Cards by Issuer 2017-2021
Table 84 - Commercial Credit Cards: Number of Cards by Operator 2017-2021
Table 85 - Commercial Credit Cards Payment Transaction Value by Issuer 2017-2021
Table 86 - Commercial Credit Cards Payment Transaction Value by Operator 2017-2021
Table 87 - Personal Credit Cards: Number of Cards by Issuer 2017-2021
Table 88 - Personal Credit Cards: Number of Cards by Operator 2017-2021
Table 89 - Personal Credit Cards Payment Transaction Value by Issuer 2017-2021
Table 90 - Personal Credit Cards Payment Transaction Value by Operator 2017-2021
Table 91 - Forecast Credit Cards: Number of Cards in Circulation 2022-2027
Table 92 - Forecast Credit Cards Transactions 2022-2027
Table 93 - Forecast Credit Cards in Circulation: % Growth 2022-2027
Table 94 - Forecast Credit Cards Transactions: % Growth 2022-2027
Table 95 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2022-2027
Table 96 - Forecast Commercial Credit Cards Transactions 2022-2027
Table 97 - Forecast Commercial Credit Cards in Circulation: % Growth 2022-2027
Table 98 - Forecast Commercial Credit Cards Transactions: % Growth 2022-2027
Table 99 - Forecast Personal Credit Cards: Number of Cards in Circulation 2022-2027
Table 100 - Forecast Personal Credit Cards Transactions 2022-2027
Table 101 - Forecast Personal Credit Cards in Circulation: % Growth 2022-2027
Table 102 - Forecast Personal Credit Cards Transactions: % Growth 2022-2027

[Debit Cards in Greece - Category analysis](#)

KEY DATA FINDINGS

2022 DEVELOPMENTS

Pandemic-driven rise in e-commerce and contactless transactions boosts debit cards
The four systemic banks dominate as the focus falls on digital wallets

Commercial debit cards increase as economy re-starts

PROSPECTS AND OPPORTUNITIES

Dominance of debit cards to be driven by contactless, digital wallets and e-commerce
New developments to potentially disrupt the competitive landscape
Banks to find balance between new regulatory requirements and business development

CATEGORY DATA

Table 103 - Debit Cards: Number of Cards in Circulation 2017-2022
Table 104 - Debit Cards Transactions 2017-2022
Table 105 - Debit Cards in Circulation: % Growth 2017-2022
Table 106 - Debit Cards Transactions: % Growth 2017-2022
Table 107 - Debit Cards: Number of Cards by Issuer 2017-2021
Table 108 - Debit Cards: Number of Cards by Operator 2017-2021
Table 109 - Debit Cards Payment Transaction Value by Issuer 2017-2021
Table 110 - Debit Cards Payment Transaction Value by Operator 2017-2021
Table 111 - Forecast Debit Cards: Number of Cards in Circulation 2022-2027
Table 112 - Forecast Debit Cards Transactions 2022-2027
Table 113 - Forecast Debit Cards in Circulation: % Growth 2022-2027
Table 114 - Forecast Debit Cards Transactions: % Growth 2022-2027

Pre-Paid Cards in Greece - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Open-loop pre-paid cards transactions declines due to the dominance of debit cards
The usage of employee benefit cards is on the rise
A strong post-COVID recovery for closed loop pre-paid cards

PROSPECTS AND OPPORTUNITIES

Rise of e-commerce and digital wallets to push ownership of open loop pre-paid cards
Multiple potential growth areas for pre-paid cards based on key competitive features
Further growth for closed loop pre-paid cards as travel patterns return to normal

CATEGORY DATA

Table 115 - Pre-paid Cards: Number of Cards in Circulation 2017-2022
Table 116 - Pre-paid Cards Transactions 2017-2022
Table 117 - Pre-paid Cards in Circulation: % Growth 2017-2022
Table 118 - Pre-paid Cards Transactions: % Growth 2017-2022
Table 119 - Closed Loop Pre-paid Cards Transactions 2017-2022
Table 120 - Closed Loop Pre-paid Cards Transactions: % Growth 2017-2022
Table 121 - Open Loop Pre-paid Cards Transactions 2017-2022
Table 122 - Open Loop Pre-paid Cards Transactions: % Growth 2017-2022
Table 123 - Pre-paid Cards: Number of Cards by Issuer 2017-2021
Table 124 - Pre-paid Cards: Number of Cards by Operator 2017-2021
Table 125 - Pre-paid Cards Transaction Value by Issuer 2017-2021
Table 126 - Pre-paid Cards Transaction Value by Operator 2017-2021
Table 127 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021
Table 128 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2017-2021
Table 129 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2017-2021
Table 130 - Closed Loop Pre-paid Cards Transaction Value by Operator 2017-2021
Table 131 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021
Table 132 - Open Loop Pre-paid Cards: Number of Cards by Operator 2017-2021

Table 133 - Open Loop Pre-paid Cards Transaction Value by Issuer 2017-2021

Table 134 - Open Loop Pre-paid Cards Transaction Value by Operator 2017-2021

Table 135 - Forecast Pre-paid Cards: Number of Cards in Circulation 2022-2027

Table 136 - Forecast Pre-paid Cards Transactions 2022-2027

Table 137 - Forecast Pre-paid Cards in Circulation: % Growth 2022-2027

Table 138 - Forecast Pre-paid Cards Transactions: % Growth 2022-2027

Table 139 - Forecast Closed Loop Pre-paid Cards Transactions 2022-2027

Table 140 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2022-2027

Table 141 - Forecast Open Loop Pre-paid Cards Transactions 2022-2027

Table 142 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2022-2027

Store Cards in Greece - Category analysis

2022 DEVELOPMENTS

Store cards remain absent from Greece

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/financial-cards-and-payments-in-greece/report.