



**Euromonitor
International**

Financial Cards and Payments in Greece

February 2026

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EXECUTIVE SUMMARY

EU regulation and government mandates encourages shift to digital payments

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INDUSTRY PERFORMANCE

Regulation fuels card growth

Debit cards most popular, but other financial cards also making gains

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WHAT'S NEXT?

Steady growth over forecast period

AI poised to redefine financial card ecosystem

Contactless payments set to dominate payment landscape

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AI poised to redefine debit card ecosystem

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