



Euromonitor
International

Pre-Paid Cards in Romania

March 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Charge cards remain niche

INDUSTRY PERFORMANCE

Continuing limited uptake

Limited innovation, as well as cap on interchange fees stymies growth in personal charge cards

WHAT'S NEXT?

Limited growth over forecast period

Multinationals continue to be main client

COMPETITIVE LANDSCAPE

American Express only operator and issuer

CATEGORY DATA

Table 1 - Charge Cards: Number of Cards in Circulation 2020-2025
Table 2 - Charge Cards Transactions 2020-2025
Table 3 - Charge Cards in Circulation: % Growth 2020-2025
Table 4 - Charge Cards Transactions: % Growth 2020-2025
Table 5 - Commercial Charge Cards: Number of Cards in Circulation 2020-2025
Table 6 - Commercial Charge Cards Transactions 2020-2025
Table 7 - Commercial Charge Cards in Circulation: % Growth 2020-2025
Table 8 - Commercial Charge Cards Transactions: % Growth 2020-2025
Table 9 - Personal Charge Cards: Number of Cards in Circulation 2020-2025
Table 10 - Personal Charge Cards Transactions 2020-2025
Table 11 - Personal Charge Cards in Circulation: % Growth 2020-2025
Table 12 - Personal Charge Cards Transactions: % Growth 2020-2025
Table 13 - Charge Cards: Number of Cards by Issuer 2020-2024
Table 14 - Charge Cards: Number of Cards by Operator 2020-2024
Table 15 - Charge Cards Payment Transaction Value by Issuer 2020-2024
Table 16 - Charge Cards Payment Transaction Value by Operator 2020-2024
Table 17 - Commercial Charge Cards: Number of Cards by Issuer 2020-2024
Table 18 - Commercial Charge Cards: Number of Cards by Operator 2020-2024
Table 19 - Commercial Charge Cards Payment Transaction Value by Issuer 2020-2024
Table 20 - Commercial Charge Cards Payment Transaction Value by Operator 2020-2024
Table 21 - Personal Charge Cards: Number of Cards by Issuer 2020-2024
Table 22 - Personal Charge Cards: Number of Cards by Operator 2020-2024
Table 23 - Personal Charge Cards Transaction Value by Issuer 2020-2024
Table 24 - Personal Charge Cards Transaction Value by Operator 2020-2024
Table 25 - Forecast Charge Cards: Number of Cards in Circulation 2025-2030
Table 26 - Forecast Charge Cards Transactions 2025-2030
Table 27 - Forecast Charge Cards in Circulation: % Growth 2025-2030
Table 28 - Forecast Charge Cards Transactions: % Growth 2025-2030
Table 29 - Forecast Commercial Charge Cards: Number of Cards in Circulation 2025-2030
Table 30 - Forecast Commercial Charge Cards Transactions 2025-2030
Table 31 - Forecast Commercial Charge Cards in Circulation: % Growth 2025-2030
Table 32 - Forecast Commercial Charge Cards Transactions: % Growth 2025-2030
Table 33 - Forecast Personal Charge Cards: Number of Cards in Circulation 2025-2030

Table 34 - Forecast Personal Charge Cards Transactions 2025-2030

Table 35 - Forecast Personal Charge Cards in Circulation: % Growth 2025-2030

Table 36 - Forecast Personal Charge Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

[Credit Cards in Romania - Company Profile](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Added incentives for credit cards, due to intense competition from BNPL

INDUSTRY PERFORMANCE

Modest growth in credit cards

Contrasting forces impact credit card spending

WHAT'S NEXT?

Positive outlook over forecast period

Increasing rewards on offer

Neobanks such as Revolut post increasing threat

COMPETITIVE LANDSCAPE

Mastercard leads, but Visa offers lower interchange fees

Raiffeisen leads in personal credit cards, while Bance Transilvania leads in commercial

CATEGORY DATA

Table 37 - Credit Cards: Number of Cards in Circulation 2020-2025

Table 38 - Credit Cards Transactions 2020-2025

Table 39 - Credit Cards in Circulation: % Growth 2020-2025

Table 40 - Credit Cards Transactions: % Growth 2020-2025

Table 41 - Commercial Credit Cards: Number of Cards in Circulation 2020-2025

Table 42 - Commercial Credit Cards Transactions 2020-2025

Table 43 - Commercial Credit Cards in Circulation: % Growth 2020-2025

Table 44 - Commercial Credit Cards Transactions: % Growth 2020-2025

Table 45 - Personal Credit Cards: Number of Cards in Circulation 2020-2025

Table 46 - Personal Credit Cards Transactions 2020-2025

Table 47 - Personal Credit Cards in Circulation: % Growth 2020-2025

Table 48 - Personal Credit Cards Transactions: % Growth 2020-2025

Table 49 - Credit Cards: Number of Cards by Issuer 2020-2024

Table 50 - Credit Cards: Number of Cards by Operator 2020-2024

Table 51 - Credit Cards Payment Transaction Value by Issuer 2020-2024

Table 52 - Credit Cards Payment Transaction Value by Operator 2020-2024

Table 53 - Commercial Credit Cards: Number of Cards by Issuer 2020-2024

Table 54 - Commercial Credit Cards: Number of Cards by Operator 2020-2024

Table 55 - Commercial Credit Cards Payment Transaction Value by Issuer 2020-2024

Table 56 - Commercial Credit Cards Payment Transaction Value by Operator 2020-2024

Table 57 - Personal Credit Cards: Number of Cards by Issuer 2020-2024

Table 58 - Personal Credit Cards: Number of Cards by Operator 2020-2024

Table 59 - Personal Credit Cards Payment Transaction Value by Issuer 2020-2024

Table 60 - Personal Credit Cards Payment Transaction Value by Operator 2020-2024

Table 61 - Forecast Credit Cards: Number of Cards in Circulation 2025-2030

Table 62 - Forecast Credit Cards Transactions 2025-2030
Table 63 - Forecast Credit Cards in Circulation: % Growth 2025-2030
Table 64 - Forecast Credit Cards Transactions: % Growth 2025-2030
Table 65 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2025-2030
Table 66 - Forecast Commercial Credit Cards Transactions 2025-2030
Table 67 - Forecast Commercial Credit Cards in Circulation: % Growth 2025-2030
Table 68 - Forecast Commercial Credit Cards Transactions: % Growth 2025-2030
Table 69 - Forecast Personal Credit Cards: Number of Cards in Circulation 2025-2030
Table 70 - Forecast Personal Credit Cards Transactions 2025-2030
Table 71 - Forecast Personal Credit Cards in Circulation: % Growth 2025-2030
Table 72 - Forecast Personal Credit Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

[Debit Cards in Romania - Company Profile](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Continuing shift away from cash

INDUSTRY PERFORMANCE

Continuing growth in debit cards, as Romania becomes less cash reliant
Debit cards increasingly used for everyday transactions

WHAT'S NEXT?

Continuing growth over forecast period
Increasing competition from fintechs, as well as alternatives to debit cards
Increasing digitisation of debit cards

COMPETITIVE LANDSCAPE

Visa leading operator
Banca Transilvania leading issuer

CATEGORY DATA

Table 73 - Debit Cards: Number of Cards in Circulation 2020-2025
Table 74 - Debit Cards Transactions 2020-2025
Table 75 - Debit Cards in Circulation: % Growth 2020-2025
Table 76 - Debit Cards Transactions: % Growth 2020-2025
Table 77 - Debit Cards: Number of Cards by Issuer 2020-2024
Table 78 - Debit Cards: Number of Cards by Operator 2020-2024
Table 79 - Debit Cards Payment Transaction Value by Issuer 2020-2024
Table 80 - Debit Cards Payment Transaction Value by Operator 2020-2024
Table 81 - Forecast Debit Cards: Number of Cards in Circulation 2025-2030
Table 82 - Forecast Debit Cards Transactions 2025-2030
Table 83 - Forecast Debit Cards in Circulation: % Growth 2025-2030
Table 84 - Forecast Debit Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Pre-Paid Cards in Romania - Category analysis](#)

[Pre-Paid Cards in Romania - Company Profile](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Revolut drives significant growth

INDUSTRY PERFORMANCE

Continuing growth, particularly in open loop cards

Increasing use of contactless payments drives growth in transactions

WHAT'S NEXT?

Significant growth in transaction value over forecast period

Fintechs and government programmes drive growth, with closed loop in decline

Should cap on interchange fees be introduced, it could dampen growth

COMPETITIVE LANDSCAPE

Mastercard leading operator in open loop pre-paid cards, while Revolut is leading issuer

Transport company leads in closed loop, though sector highly fragmented

CATEGORY DATA

Table 85 - Pre-paid Cards: Number of Cards in Circulation 2020-2025

Table 86 - Pre-paid Cards Transactions 2020-2025

Table 87 - Pre-paid Cards in Circulation: % Growth 2020-2025

Table 88 - Pre-paid Cards Transactions: % Growth 2020-2025

Table 89 - Closed Loop Pre-paid Cards Transactions 2020-2025

Table 90 - Closed Loop Pre-paid Cards Transactions: % Growth 2020-2025

Table 91 - Open Loop Pre-paid Cards Transactions 2020-2025

Table 92 - Open Loop Pre-paid Cards Transactions: % Growth 2020-2025

Table 93 - Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 94 - Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 95 - Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 96 - Pre-paid Cards Transaction Value by Operator 2020-2024

Table 97 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 98 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 99 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 100 - Closed Loop Pre-paid Cards Transaction Value by Operator 2020-2024

Table 101 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 102 - Open Loop Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 103 - Open Loop Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 104 - Open Loop Pre-paid Cards Transaction Value by Operator 2020-2024

Table 105 - Forecast Pre-paid Cards: Number of Cards in Circulation 2025-2030

Table 106 - Forecast Pre-paid Cards Transactions 2025-2030

Table 107 - Forecast Pre-paid Cards in Circulation: % Growth 2025-2030

Table 108 - Forecast Pre-paid Cards Transactions: % Growth 2025-2030

Table 109 - Forecast Closed Loop Pre-paid Cards Transactions 2025-2030

Table 110 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2025-2030

Table 111 - Forecast Open Loop Pre-paid Cards Transactions 2025-2030

Table 112 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Financial Cards and Payments in Romania - Industry Overview](#)

EXECUTIVE SUMMARY

Newly imposed mandatory merchant card acceptance key driver in growth

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Though cash is still popular, financial cards register growth
Shift from physical cards to digital
RoPay, a new mobile payment system gaining traction

WHAT'S NEXT?

Steady growth over forecast period
Traditional banks face increasing competition from neobanks
RoPay could emerge as serious competitor to financial cards

COMPETITIVE LANDSCAPE

Visa leading operator, but Mastercard close behind
Bance Transylvania largest issuer, with Revolut in second place

MARKET INDICATORS

- Table 113 - Number of POS Terminals: Units 2020-2025
- Table 114 - Number of ATMs: Units 2020-2025
- Table 115 - Value Lost to Fraud 2020-2025
- Table 116 - Card Expenditure by Location 2025
- Table 117 - Financial Cards in Circulation by Type: % Number of Cards 2020-2025
- Table 118 - Domestic versus Foreign Spend 2025

MARKET DATA

- Table 119 - Financial Cards by Category: Number of Cards in Circulation 2020-2025
- Table 120 - Financial Cards by Category: Number of Accounts 2020-2025
- Table 121 - Financial Cards Transactions by Category: Value 2020-2025
- Table 122 - Financial Cards by Category: Number of Transactions 2020-2025
- Table 123 - Consumer Payments by Category: Value 2020-2025
- Table 124 - Consumer Payments by Category: Number of Transactions 2020-2025
- Table 125 - M-Commerce by Category: Value 2020-2025
- Table 126 - M-Commerce by Category: % Value Growth 2020-2025
- Table 127 - Financial Cards: Number of Cards by Issuer 2020-2024
- Table 128 - Financial Cards: Number of Cards by Operator 2020-2024
- Table 129 - Financial Cards: Card Payment Transactions Value by Operator 2020-2024
- Table 130 - Financial Cards: Card Payment Transactions Value by Issuer 2020-2024
- Table 131 - Forecast Financial Cards by Category: Number of Cards in Circulation 2025-2030
- Table 132 - Forecast Financial Cards by Category: Number of Accounts 2025-2030
- Table 133 - Forecast Financial Cards Transactions by Category: Value 2025-2030
- Table 134 - Forecast Financial Cards by Category: Number of Transactions 2025-2030
- Table 135 - Forecast Consumer Payments by Category: Value 2025-2030
- Table 136 - Forecast Consumer Payments by Category: Number of Transactions 2025-2030
- Table 137 - Forecast M-Commerce by Category: Value 2025-2030
- Table 138 - Forecast M-Commerce by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/pre-paid-cards-in-romania/report.