PAYMENTS INDUSTRY INTELLIGENCE
Payments
Cards & Mobile

Research for the Future of Payments

We cut through the noise to deliver in-depth analysis, industry insights, breaking news and authoritative features

Our unique business model

Research

Market-leading research into the development of payments in 43 countries across Europe and beyond. Bespoke projects around the world, from Africa to Latin America, Asia and North America.

Strategy

We advise clients on market entry strategies, marketing, communications and positioning - all based on a consultative, project based approach with a collective 50 years experience of the payments industry.

Writing & Design

We have 26 years experience of writing about the payments industry - we are experts in the field. Our design team has won plaudits from leading figures across the industry.

Marketing & Distribution

Informed by our research, unrivalled market knowledge and contact database, we publish a magazine 6x per year, the ‘Payments Guide’ as well as reports, white papers and blogging for clients.

Off the shelf: Digital Payment & Card Yearbooks

Digital & Card Payment Yearbooks

European and Eurasia Digital Payments and Cards Yearbooks 2022

Fully-updated with end-2020 card industry figures, and include a wealth of information from central banks, interbank companies and associations and individual banks as well as all the latest card market and consumer finance developments. Each Digital Payments and Cards Yearbook is available as a complete volume, containing analysis and statistics, with charts, diagrams and tables covering international cards issued, domestic card schemes, acquisition and acceptance.

Pan-European Payment Card Yearbook

Containing 33 individual country profiles, the pan-European overview contains more than 125 pages of analysis and statistics, with charts, diagrams and tables covering international cards issued, POS payments and expenditure, per capita figures, acquisition and acceptance.

Eurasian Payment Card Yearbook

Containing 10 individual country profiles. The regional overview contains more than 45 pages of analysis and statistics, with charts, diagrams and tables covering cards issued, ATM and POS transaction data, acquisition and acceptance.

Digital and Card Payment Yearbooks provide the latest data on the European and Eurasian payments markets at granular country and regional level.

1,800+
pages of analytical insight into European & Eurasian payments

893
enhanced statistical charts and tables

43
individual country reports

2
regional overviews comparing each country within its regional market

Comprehensive, in-depth research into topics which are relevant and tailored to your needs.

Our in-house Research facility is available for short term projects. We specialise in writing Research reports and Whitepapers for marketing purposes, but we also do internal projects such as market entry data, country reports & analysis, M&A activity and statistics.

Our Research reports and Whitepapers are on a wide range of topics like Open Banking, Payments trends, Digital banking, Metaverse, NFT market, E-commerce and Mobile commerce trends, Fraud and Cybersecurity, Regulatory issues and Schemes (global and domestic).

Topics range across the measurement of efficiency and performance in a market or product, card, mobile or alternative payment related information, impact awareness, the role of brands in banking and the impact of non-banks such as retailers, Internet players and new technology providers on the financial services and mobile financial services market.

In all cases we work with the client on a collaborative basis and work to the tailored needs of the client.

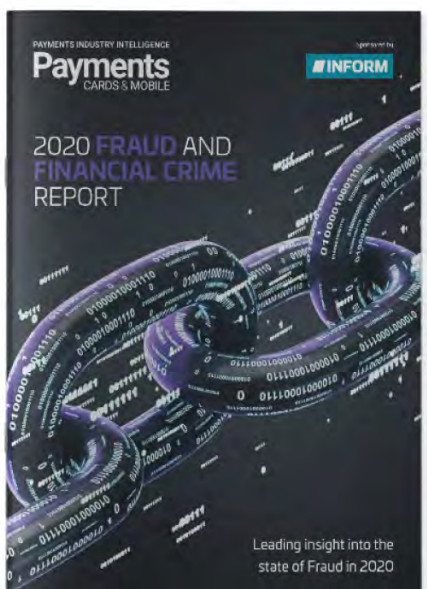
Specific research on all aspects of banking, card payments, Issuing/Acquiring, financial services, mobile, Meta and more.

Information on a particular market or a pan- European comparison of particular segment.

Marketing reports to show Thought Leadership, Brand Awareness and Lead Generation

Issuing & Acquiring, Mobile payments, digital wallets and NFC specialists

Market evaluation for product or company launch



Individual in-depth research reports for market analysis, Thought leadership & lead generation

- Open Banking, Metaverse, Digital Banking Trends, NFT's etc
- Market analysis and individual country reports
- Acquirer Survey Europe
- Issuer Survey Europe
- Card Processors in Europe
- Internet Payment Service Processors in Europe
- Payment Trends
- European Legal Framework for Payment Services

Note: Bespoken Reports compiled for individual clients will not be published to the public.

*Selected research projects from around the world

A strong track record of client success

Our extensive reach and high engagement levels mean our commercial clients get great results from their campaigns.

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GET IN TOUCH

To discuss how we can help amplify your brand and engage your desired audience, get in touch with a member of our team.

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