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Retailer Financial Services in Eastern and South-Eastern Europe is a report, based on a survey of 660 high profile retail brands in ten countries in Eastern and South-Eastern Europe, about the activity and partnerships of major retailers in areas of financial services including payment cards, consumer finance, retail banking and mainstream insurance policies, namely motor insurance, household insurance, accident insurance, dental insurance, other health insurance, travel insurance, pet insurance and life insurance. In addition, the study also covers proprietary and coalition loyalty schemes and international remittances.

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Countries covered are Bosnia-Herzegovina, Bulgaria, Croatia, Greece, Romania, Russia, Serbia, Slovenia, Turkey and Ukraine. In fact, the study provides a comprehensive and detailed overview of the market for retailer financial services across the ten countries in Eastern and South-Eastern Europe that goes far beyond the scope of previously published research. Moreover, the PartnerBASEâ„¢ database that accompanies the report details each of the many marketing initiatives for co-branded and store cards, proprietary and coalition loyalty programs, consumer finance, banking products, retailer insurance and international remittances traced by Finaccord. Other global regions covered in sister reports and associated databases are Northern and Central Europe, Southern and Western Europe, Asia Pacific and the Middle East, and North and Latin America. Key features of this report include: - comprehensive coverage of the involvement in financial services of 660 major retail brands in ten countries in Eastern and South-Eastern Europe; - investigation of over 200 schemes for retailer payment cards and point-of-sale finance: which finance providers are strong in which countries and with which retail chains do they collaborate? - identification of over 200 proprietary retailer loyalty programs including the split by country according to whether they are linked to a corresponding payment card or to a card with no payment function; - focus on the potential for introducing new coalition loyalty schemes or leveraging existing programs such as Bonus, CardAvantaj and Euroline in Romania, Malina in Russia, and Axess, Bonus and World in Turkey; - analysis of the potential for retail chains to follow their counterparts elsewhere in Europe by diversifying into the provision of mainstream banking or insurance products.Industry Analysis

For more information kindly visit :

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