

Pre-Paid Cards in Denmark

November 2023

Table of Contents

Charge Cards in Denmark - Category analysis

Charge Cards in Denmark - Company Profile

2023 DEVELOPMENTS

Credit Cards in Denmark - Category analysis

Credit Cards in Denmark - Company Profile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Significant increase in transaction value in 2023

Credit cards used differently to debit cards

Mastercard dominates

PROSPECTS AND OPPORTUNITIES

Further growth for credit cards

Low profitability as Danish consumers avoid taking on debt

E-commerce key growth point

CATEGORY DATA

- Table 1 Credit Cards: Number of Cards in Circulation 2018-2023
- Table 2 Credit Cards Transactions 2018-2023
- Table 3 Credit Cards in Circulation: % Growth 2018-2023
- Table 4 Credit Cards Transactions: % Growth 2018-2023
- Table 5 Commercial Credit Cards: Number of Cards in Circulation 2018-2023
- Table 6 Commercial Credit Cards Transactions 2018-2023
- Table 7 Commercial Credit Cards in Circulation: % Growth 2018-2023
- Table 8 Commercial Credit Cards Transactions: % Growth 2018-2023
- Table 9 Personal Credit Cards: Number of Cards in Circulation 2018-2023
- Table 10 Personal Credit Cards Transactions 2018-2023
- Table 11 Personal Credit Cards in Circulation: % Growth 2018-2023
- Table 12 Personal Credit Cards Transactions: % Growth 2018-2023
- Table 13 Credit Cards: Number of Cards by Issuer 2018-2022
- Table 14 Credit Cards: Number of Cards by Operator 2018-2022
- Table 15 Credit Cards Payment Transaction Value by Issuer 2018-2022
- Table 16 Credit Cards Payment Transaction Value by Operator 2018-2022
- Table 17 Commercial Credit Cards: Number of Cards by Issuer 2018-2022
- Table 18 Commercial Credit Cards: Number of Cards by Operator 2018-2022

 Table 19 Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022
- Table 20 Commercial Credit Cards Payment Transaction Value by Operator 2018-2022
- Table 21 Personal Credit Cards: Number of Cards by Issuer 2018-2022
- Table 22 Personal Credit Cards: Number of Cards by Operator 2018-2022
- Table 23 Personal Credit Cards Payment Transaction Value by Issuer 2018-2022
- Table 24 Personal Credit Cards Payment Transaction Value by Operator 2018-2022
- Table 25 Forecast Credit Cards: Number of Cards in Circulation 2023-2028
- Table 26 Forecast Credit Cards Transactions 2023-2028
- Table 27 Forecast Credit Cards in Circulation: % Growth 2023-2028
- Table 28 Forecast Credit Cards Transactions: % Growth 2023-2028
- Table 29 Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028
- Table 30 Forecast Commercial Credit Cards Transactions 2023-2028
- Table 31 Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028

- Table 32 Forecast Commercial Credit Cards Transactions: % Growth 2023-2028
- Table 33 Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028
- Table 34 Forecast Personal Credit Cards Transactions 2023-2028
- Table 35 Forecast Personal Credit Cards in Circulation: % Growth 2023-2028
- Table 36 Forecast Personal Credit Cards Transactions: % Growth 2023-2028

Debit Cards in Denmark - Category analysis

Debit Cards in Denmark - Company Profile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Moderate growth, as market saturated Spending patterns return to normal Competitive landscape remains stable

PROSPECTS AND OPPORTUNITIES

Muted constant value growth over forecast period Continuing vying between Visa and Mastercard Local MobilePay continues to grow in popularity

CATEGORY DATA

- Table 37 Debit Cards: Number of Cards in Circulation 2018-2023
- Table 38 Debit Cards Transactions 2018-2023
- Table 39 Debit Cards in Circulation: % Growth 2018-2023
- Table 40 Debit Cards Transactions: % Growth 2018-2023
- Table 41 Debit Cards: Number of Cards by Issuer 2018-2022
- Table 42 Debit Cards: Number of Cards by Operator 2018-2022
- Table 43 Debit Cards Payment Transaction Value by Issuer 2018-2022
- Table 44 Debit Cards Payment Transaction Value by Operator 2018-2022
- Table 45 Forecast Debit Cards: Number of Cards in Circulation 2023-2028
- Table 46 Forecast Debit Cards Transactions 2023-2028
- Table 47 Forecast Debit Cards in Circulation: % Growth 2023-2028
- Table 48 Forecast Debit Cards Transactions: % Growth 2023-2028

Pre-Paid Cards in Denmark - Category analysis

Pre-Paid Cards in Denmark - Company Profile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest value increase, due to rising inflation

Closed loop cards dominate but open loop gaining.

Pre-paid bank cards seen as way to control spending, particularly among younger consumers

PROSPECTS AND OPPORTUNITIES

Muted value growth over the forecast period

Danish government to introduce contactless mobile ticketing on transportation

Pre-paid gift cards sees some growth

CATEGORY DATA

Table 49 - Pre-paid Cards: Number of Cards in Circulation 2018-2023

Table 50 - Pre-paid Cards Transactions 2018-2023

- Table 51 Pre-paid Cards in Circulation: % Growth 2018-2023
- Table 52 Pre-paid Cards Transactions: % Growth 2018-2023
- Table 53 Closed Loop Pre-paid Cards Transactions 2018-2023
- Table 54 Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023
- Table 55 Open Loop Pre-paid Cards Transactions 2018-2023
- Table 56 Open Loop Pre-paid Cards Transactions: % Growth 2018-2023
- Table 57 Pre-paid Cards: Number of Cards by Issuer 2018-2022
- Table 58 Pre-paid Cards: Number of Cards by Operator 2018-2022
- Table 59 Pre-paid Cards Transaction Value by Issuer 2018-2022
- Table 60 Pre-paid Cards Transaction Value by Operator 2018-2022
- Table 61 Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022
- Table 62 Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022
- Table 63 Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022
- Table 64 Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022
- Table 65 Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022
- Table 66 Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022
- Table 67 Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022
- Table 68 Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022
- Table 69 Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028
- Table 70 Forecast Pre-paid Cards Transactions 2023-2028
- Table 71 Forecast Pre-paid Cards in Circulation: % Growth 2023-2028
- Table 72 Forecast Pre-paid Cards Transactions: % Growth 2023-2028
- Table 73 Forecast Closed Loop Pre-paid Cards Transactions 2023-2028
- Table 74 Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028
- Table 75 Forecast Open Loop Pre-paid Cards Transactions 2023-2028
- Table 76 Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

Store Cards in Denmark - Category analysis

Store Cards in Denmark - Company Profile

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continual decline of store cards

Growing competition from more convenient digital payment formats

Growing competition from co-branded credit cards

PROSPECTS AND OPPORTUNITIES

Continued decline over forecast period

Forbrugsforeningen cards continue to lead

Retailers increasingly use alternative technology solutions

CATEGORY DATA

- Table 77 Store Cards: Number of Cards in Circulation 2018-2023
- Table 78 Store Cards Transactions 2018-2023
- Table 79 Store Cards in Circulation: % Growth 2018-2023
- Table 80 Store Cards Transactions: % Growth 2018-2023
- Table 81 Store Cards: Number of Cards by Issuer 2018-2022
- Table 82 Store Cards: Payment Transaction Value by Issuer 2018-2022
- Table 83 Forecast Store Cards: Number of Cards in Circulation 2023-2028
- Table 84 Forecast Store Cards Transactions 2023-2028
- Table 85 Forecast Store Cards in Circulation: % Growth 2023-2028
- Table 86 Forecast Store Cards Transactions: % Growth 2023-2028

Financial Cards and Payments in Denmark - Industry Overview

EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

Mobile payments continue to grow in popularity

Commercial credit cards more lucrative than debit cards

Competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 87 - Number of POS Terminals: Units 2018-2023

Table 88 - Number of ATMs: Units 2018-2023

Table 89 - Value Lost to Fraud 2018-2023

Table 90 - Card Expenditure by Location 2023

Table 91 - Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 92 - Domestic versus Foreign Spend 2023

MARKET DATA

Table 93 - Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 94 - Financial Cards by Category: Number of Accounts 2018-2023

Table 95 - Financial Cards Transactions by Category: Value 2018-2023

Table 96 - Financial Cards by Category: Number of Transactions 2018-2023

Table 97 - Consumer Payments by Category: Value 2018-2023

Table 98 - Consumer Payments by Category: Number of Transactions 2018-2023

Table 99 - M-Commerce by Category: Value 2018-2023

Table 100 - M-Commerce by Category: % Value Growth 2018-2023

Table 101 - Financial Cards: Number of Cards by Issuer 2018-2022

Table 102 - Financial Cards: Number of Cards by Operator 2018-2022

Table 103 - Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 104 - Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 105 - Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 106 - Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 107 - Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 108 - Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 109 - Forecast Consumer Payments by Category: Value 2023-2028

Table 110 - Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 111 - Forecast M-Commerce by Category: Value 2023-2028

Table 112 - Forecast M-Commerce by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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