EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture
2022 key trends
Mobile solutions hamper the growth potential of financial card payments
Competitive landscape
What next for financial cards and payments?

MARKET INDICATORS

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DISCLAIMER

SOURCES

Summary 1 - Research Sources

Charge Cards in Norway - Category analysis

KEY DATA FINDINGS

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Travel limits, low awareness and few perks reduce the use of charge cards
Limited field hampers awareness of charge cards
Charge cards is missing out on the digitalisation trend

PROSPECTS AND OPPORTUNITIES
Weak brand presence and loss of travel perks present a strong challenge to development and growth in charge cards
New business habits to limit the use of charge cards
Credit cards to continue to loom over charge cards

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Credit Cards in Norway - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Commercial credit cards’ full recovery continues to encounter obstacles
Move towards cashless society increases competition from mobile payments
Strong development of e-commerce boosts credit card usage

PROSPECTS AND OPPORTUNITIES

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Debit Cards in Norway - Category analysis

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2022 DEVELOPMENTS

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Apple Wallet and Google Pay help debit cards retain wide popularity
Return to pre-pandemic norms boosts personal and commercial debit cards
PROSPECTS AND OPPORTUNITIES
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Credit cards offer significant benefits to challenge debit cards

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Pre-Paid Cards in Norway - Category analysis

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Opportunities in the return to pre-pandemic norms are offset by a growing preference for Vipps
Mobile apps substitute previously popular pre-paid cards for parking and public transport

PROSPECTS AND OPPORTUNITIES
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Cobranded credit cards erode the primary perks of store cards

PROSPECTS AND OPPORTUNITIES
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