

Financial Cards and Payments in Denmark

Market Direction | 2022-12-01 | 50 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Denmark is gradually moving towards becoming a cashless society with its consumers embracing new mobile technologies that provide benefits in terms of hygiene and convenience, but which are threatening the use of plastic cards. The COVID-19 pandemic accelerated the move of spending locations towards the online space and via the growth of goods e-commerce and m-commerce. This includes a further shift to contactless card payments as well as the growth of mobile payments in physical stores. MobileP...

Euromonitor International's Financial Cards and Payments in Denmark report establishes the size and structure of the market for ATMs cards, smart cards, credit cards, debit cards, charge cards, pre-paid cards and store cards. It looks at key players in the market (issuers and operators), number of cards in circulation, numbers transactions and value of transactions. It offers strategic analysis of sector forecasts and trends to watch.

Product coverage: Financial Cards in Circulation, M-Commerce, Transactions.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Financial Cards and Payments market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Financial Cards and Payments in Denmark
Euromonitor International
December 2022

List Of Contents And Tables

FINANCIAL CARDS AND PAYMENTS IN DENMARK

EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture
2022 key trends
Store cards lose relevance as technology evolves
Competitive landscape
What next for financial cards and payments?

MARKET INDICATORS

Table 1 Number of POS Terminals: Units 2017-2022
Table 2 Number of ATMs: Units 2017-2022
Table 3 Value Lost to Fraud 2017-2022
Table 4 Card Expenditure by Location 2022
Table 5 Financial Cards in Circulation by Type: % Number of Cards 2017-2022
Table 6 Domestic versus Foreign Spend 2022

MARKET DATA

Table 7 Financial Cards by Category: Number of Cards in Circulation 2017-2022
Table 8 Financial Cards by Category: Number of Accounts 2017-2022
Table 9 Financial Cards Transactions by Category: Value 2017-2022
Table 10 Financial Cards by Category: Number of Transactions 2017-2022
Table 11 Consumer Payments by Category: Value 2017-2022
Table 12 Consumer Payments by Category: Number of Transactions 2017-2022
Table 13 M-Commerce by Category: Value 2017-2022
Table 14 M-Commerce by Category: % Value Growth 2017-2022
Table 15 Financial Cards: Number of Cards by Issuer 2017-2021
Table 16 Financial Cards: Number of Cards by Operator 2017-2021
Table 17 Financial Cards: Card Payment Transactions Value by Operator 2017-2021
Table 18 Financial Cards: Card Payment Transactions Value by Issuer 2017-2021
Table 19 Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027
Table 20 Forecast Financial Cards by Category: Number of Accounts 2022-2027
Table 21 Forecast Financial Cards Transactions by Category: Value 2022-2027
Table 22 Forecast Financial Cards by Category: Number of Transactions 2022-2027
Table 23 Forecast Consumer Payments by Category: Value 2022-2027
Table 24 Forecast Consumer Payments by Category: Number of Transactions 2022-2027
Table 25 Forecast M-Commerce by Category: Value 2022-2027
Table 26 Forecast M-Commerce by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

DEBIT CARDS IN DENMARK

KEY DATA FINDINGS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

2022 DEVELOPMENTS

Recovery of international travel and tourism drives growth in transaction value

Digitalisation continues as country moves towards a cashless society

Transactions shift from physical outlets to e-commerce as consumers increasingly shop online

PROSPECTS AND OPPORTUNITIES

Debit cards to remain most popular payment option

Traditional banks face growing competition from neobanks and smaller players

Consumers focus on convenience and simplicity of payments

CATEGORY DATA

Table 27 Debit Cards: Number of Cards in Circulation 2017-2022

Table 28 Debit Cards Transactions 2017-2022

Table 29 Debit Cards in Circulation: % Growth 2017-2022

Table 30 Debit Cards Transactions: % Growth 2017-2022

Table 31 Debit Cards: Number of Cards by Issuer 2017-2021

Table 32 Debit Cards: Number of Cards by Operator 2017-2021

Table 33 Debit Cards Payment Transaction Value by Issuer 2017-2021

Table 34 Debit Cards Payment Transaction Value by Operator 2017-2021

Table 35 Forecast Debit Cards: Number of Cards in Circulation 2022-2027

Table 36 □Forecast Debit Cards Transactions 2022-2027

Table 37 □Forecast Debit Cards in Circulation: % Growth 2022-2027

Table 38 □Forecast Debit Cards Transactions: % Growth 2022-2027

CREDIT CARDS IN DENMARK

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong recovery in transaction values as consumers return to visiting shops, restaurants and outbound travel

Growing competition from mobile wallets

Competition from debit cards and fintech solutions

PROSPECTS AND OPPORTUNITIES

Mobile wallet and debit cards will continue to provide competition

Transaction growth to be muted by tighter credit standards

Digitalisation provides growth opportunities

CATEGORY DATA

Table 39 Credit Cards: Number of Cards in Circulation 2017-2022

Table 40 Credit Cards Transactions 2017-2022

Table 41 Credit Cards in Circulation: % Growth 2017-2022

Table 42 Credit Cards Transactions: % Growth 2017-2022

Table 43 Commercial Credit Cards: Number of Cards in Circulation 2017-2022

Table 44 Commercial Credit Cards Transactions 2017-2022

Table 45 Commercial Credit Cards in Circulation: % Growth 2017-2022

Table 46 Commercial Credit Cards Transactions: % Growth 2017-2022

Table 47 Personal Credit Cards: Number of Cards in Circulation 2017-2022

Table 48 □Personal Credit Cards Transactions 2017-2022

Table 49 □Personal Credit Cards in Circulation: % Growth 2017-2022

Table 50 □Personal Credit Cards Transactions: % Growth 2017-2022

Table 51 □Credit Cards: Number of Cards by Issuer 2017-2021

Table 52 □Credit Cards: Number of Cards by Operator 2017-2021

Table 53 □Credit Cards Payment Transaction Value by Issuer 2017-2021

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 54 □Credit Cards Payment Transaction Value by Operator 2017-2021
 Table 55 □Commercial Credit Cards: Number of Cards by Issuer 2017-2021
 Table 56 □Commercial Credit Cards: Number of Cards by Operator 2017-2021
 Table 57 □Commercial Credit Cards Payment Transaction Value by Issuer 2017-2021
 Table 58 □Commercial Credit Cards Payment Transaction Value by Operator 2017-2021
 Table 59 □Personal Credit Cards: Number of Cards by Issuer 2017-2021
 Table 60 □Personal Credit Cards: Number of Cards by Operator 2017-2021
 Table 61 □Personal Credit Cards Payment Transaction Value by Issuer 2017-2021
 Table 62 □Personal Credit Cards Payment Transaction Value by Operator 2017-2021
 Table 63 □Forecast Credit Cards: Number of Cards in Circulation 2022-2027
 Table 64 □Forecast Credit Cards Transactions 2022-2027
 Table 65 □Forecast Credit Cards in Circulation: % Growth 2022-2027
 Table 66 □Forecast Credit Cards Transactions: % Growth 2022-2027
 Table 67 □Forecast Commercial Credit Cards: Number of Cards in Circulation 2022-2027
 Table 68 □Forecast Commercial Credit Cards Transactions 2022-2027
 Table 69 □Forecast Commercial Credit Cards in Circulation: % Growth 2022-2027
 Table 70 □Forecast Commercial Credit Cards Transactions: % Growth 2022-2027
 Table 71 □Forecast Personal Credit Cards: Number of Cards in Circulation 2022-2027
 Table 72 □Forecast Personal Credit Cards Transactions 2022-2027
 Table 73 □Forecast Personal Credit Cards in Circulation: % Growth 2022-2027
 Table 74 □Forecast Personal Credit Cards Transactions: % Growth 2022-2027

CHARGE CARDS IN DENMARK

2022 DEVELOPMENTS

PRE-PAID CARDS IN DENMARK

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rejsekort reinforces its popular amongst convenience seeking consumers

Lunar Way builds on dominant foothold in open loop pre-paid cards

Pre-paid gift cards witness recovery in sales

PROSPECTS AND OPPORTUNITIES

Open loop pre-paid cards to grow in line with resumption of travel and electronic wallets

Danish government to introduce contactless mobile ticketing on transportation

Popularity to continue with new innovations expected in virtual gift cards

CATEGORY DATA

Table 75 Pre-paid Cards: Number of Cards in Circulation 2017-2022
 Table 76 Pre-paid Cards Transactions 2017-2022
 Table 77 Pre-paid Cards in Circulation: % Growth 2017-2022
 Table 78 Pre-paid Cards Transactions: % Growth 2017-2022
 Table 79 Closed Loop Pre-paid Cards Transactions 2017-2022
 Table 80 Closed Loop Pre-paid Cards Transactions: % Growth 2017-2022
 Table 81 Open Loop Pre-paid Cards Transactions 2017-2022
 Table 82 Open Loop Pre-paid Cards Transactions: % Growth 2017-2022
 Table 83 Pre-paid Cards: Number of Cards by Issuer 2017-2021
 Table 84 □Pre-paid Cards: Number of Cards by Operator 2017-2021
 Table 85 □Pre-paid Cards Transaction Value by Issuer 2017-2021
 Table 86 □Pre-paid Cards Transaction Value by Operator 2017-2021
 Table 87 □Closed Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 88 □Closed Loop Pre-paid Cards: Number of Cards by Operator 2017-2021
Table 89 □Closed Loop Pre-paid Cards Transaction Value by Issuer 2017-2021
Table 90 □Closed Loop Pre-paid Cards Transaction Value by Operator 2017-2021
Table 91 □Open Loop Pre-paid Cards: Number of Cards by Issuer 2017-2021
Table 92 □Open Loop Pre-paid Cards: Number of Cards by Operator 2017-2021
Table 93 □Open Loop Pre-paid Cards Transaction Value by Issuer 2017-2021
Table 94 □Open Loop Pre-paid Cards Transaction Value by Operator 2017-2021
Table 95 □Forecast Pre-paid Cards: Number of Cards in Circulation 2022-2027
Table 96 □Forecast Pre-paid Cards Transactions 2022-2027
Table 97 □Forecast Pre-paid Cards in Circulation: % Growth 2022-2027
Table 98 □Forecast Pre-paid Cards Transactions: % Growth 2022-2027
Table 99 □Forecast Closed Loop Pre-paid Cards Transactions 2022-2027
Table 100 □Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2022-2027
Table 101 □Forecast Open Loop Pre-paid Cards Transactions 2022-2027
Table 102 □Forecast Open Loop Pre-paid Cards Transactions: % Growth 2022-2027

STORE CARDS IN DENMARK

KEY DATA FINDINGS

2022 DEVELOPMENTS

Store cards face sluggish recovery from pandemic
Growing competition from more convenient digital payment formats
Return of in-store shopping provides positive boost

PROSPECTS AND OPPORTUNITIES

Technology-driven solutions aim to transform consumer payment experience
Store cards face difficult period due to competition and changing consumer preferences
Limited change in competitive landscape as consumer interest wanes

CATEGORY DATA

Table 103 Store Cards: Number of Cards in Circulation 2017-2022
Table 104 Store Cards Transactions 2017-2022
Table 105 Store Cards in Circulation: % Growth 2017-2022
Table 106 Store Cards Transactions: % Growth 2017-2022
Table 107 Store Cards: Number of Cards by Issuer 2017-2021
Table 108 Store Cards: Payment Transaction Value by Issuer 2017-2021
Table 109 Forecast Store Cards: Number of Cards in Circulation 2022-2027
Table 110 Forecast Store Cards Transactions 2022-2027
Table 111 Forecast Store Cards in Circulation: % Growth 2022-2027
Table 112 □Forecast Store Cards Transactions: % Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Financial Cards and Payments in Denmark

Market Direction | 2022-12-01 | 50 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-25"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com