

## **Store Cards in Denmark**

Market Direction | 2022-12-01 | 20 pages | Euromonitor

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### **Report description:**

Following a strong recovery in store card transaction values in 2021, growth is slowing in 2022. The return of consumers to shopping malls continues to have a positive impact, but overall store card transactions remain below pre-pandemic levels in 2022. In addition to rising consumer expenditure, virtual store cards are helping to restore sales. Many store brands launched these during the pandemic as consumers switched to e-commerce purchases.

Euromonitor International's Store Card Transactions 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.

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

Why buy this report?

- \* Get a detailed picture of the Store Card Transactions 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.

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