

Charge Cards in Norway

Market Direction | 2022-12-01 | 28 pages | Euromonitor

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Report description:

Commercial and personal charge cards are set to remain below their 2019 (pre-Coronavirus (COVID-19)) transaction volume and current value levels at the end of the review period. Turnover is obstructed by a combination of reasons: the decline and slow rebound in leisure and business travel, weak awareness of charge cards among individuals, and no clear competitive advantages. Therefore, many consumers see no need to choose a charge card or use one in addition to a debit or credit card. The lack o...

Euromonitor International's Charge Card Transactions in Norway 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: Commercial Charge Card Transactions, Personal Charge Card 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 Charge 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.

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CHARGE CARDS IN NORWAY

KEY DATA FINDINGS

2022 DEVELOPMENTS

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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SOURCES

Summary 1 Research Sources

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