

Pre-Paid Cards in Norway

Market Direction | 2022-12-01 | 29 pages | Euromonitor

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Report description:

Open loop and closed loop pre-paid cards continued to decline, albeit at a slower rate, in terms of the number of cards and transaction volume and current value during 2022. The decline in the category predates, but was accelerated by the Coronavirus (COVID-19) pandemic. Therefore, a rather limited performance has been seen in terms of transactions and spend and pre-paid cards issued. The category is becoming increasingly marginal due to low activity from providers, a lack of innovation or attra...

Euromonitor International's Pre-Paid 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: Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid 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 Pre-Paid 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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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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FINANCIAL CARDS AND PAYMENTS IN NORWAY

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