

Store Cards in Denmark

Market Direction | 2022-12-01 | 21 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.

Table of Contents:

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

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List Of Contents And Tables

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 1 Store Cards: Number of Cards in Circulation 2017-2022

Table 2 Store Cards Transactions 2017-2022

Table 3 Store Cards in Circulation: % Growth 2017-2022

Table 4 Store Cards Transactions: % Growth 2017-2022

Table 5 Store Cards: Number of Cards by Issuer 2017-2021

Table 6 Store Cards: Payment Transaction Value by Issuer 2017-2021

Table 7 Forecast Store Cards: Number of Cards in Circulation 2022-2027

Table 8 Forecast Store Cards Transactions 2022-2027

Table 9 Forecast Store Cards in Circulation: % Growth 2022-2027

Table 10 □Forecast Store Cards Transactions: % Growth 2022-2027

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 11 Number of POS Terminals: Units 2017-2022

Table 12 Number of ATMs: Units 2017-2022

Table 13 Value Lost to Fraud 2017-2022

Table 14 Card Expenditure by Location 2022

Table 15 Financial Cards in Circulation by Type: % Number of Cards 2017-2022

Table 16 Domestic versus Foreign Spend 2022

MARKET DATA

Table 17 Financial Cards by Category: Number of Cards in Circulation 2017-2022

Table 18 Financial Cards by Category: Number of Accounts 2017-2022

Table 19 Financial Cards Transactions by Category: Value 2017-2022

Table 20 □Financial Cards by Category: Number of Transactions 2017-2022

Table 21 □Commerical Payments by Category: Value 2017-2022

Table 22 □Commercial Payments by Category: Number of Transactions 2017-2022
Table 23 □Personal Payments by Category: Value 2017-2022
Table 24 □Personal Payments by Category: Number of Transactions 2017-2022
Table 25 □M-Commerce by Category: Value 2017-2022
Table 26 □M-Commerce by Category: % Value Growth 2017-2022
Table 27 □Financial Cards: Number of Cards by Issuer 2017-2021
Table 28 □Financial Cards: Number of Cards by Operator 2017-2021
Table 29 □Financial Cards: Card Payment Transactions Value by Operator 2017-2021
Table 30 □Financial Cards: Card Payment Transactions Value by Issuer 2017-2021
Table 31 □Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027
Table 32 □Forecast Financial Cards by Category: Number of Accounts 2022-2027
Table 33 □Forecast Financial Cards Transactions by Category: Value 2022-2027
Table 34 □Forecast Financial Cards by Category: Number of Transactions 2022-2027
Table 35 □Forecast Commercial Payments by Category: Value 2022-2027
Table 36 □Forecast Commercial Payments by Category: Number of Transactions 2022-2027
Table 37 □Forecast Personal Payments by Category: Value 2022-2027
Table 38 □Forecast Personal Payments by Category: Number of Transactions 2022-2027
Table 39 □Forecast M-Commerce by Category: Value 2022-2027
Table 40 □Forecast M-Commerce by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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