

## **Financial Cards and Payments in Denmark**

Market Direction | 2023-11-21 | 47 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

In terms of financial cards, Denmark is a saturated market and the number of cards in circulation is not expected to increase significantly across debit, credit, pre-paid or store cards.

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, Mobile Payments, 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.

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

List Of Contents And Tables

FINANCIAL CARDS AND PAYMENTS IN DENMARK

EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

Mobile payments continue to grow in popularity

Commercial credit cards more lucrative than debit cards

Competitive landscape

What next for financial cards and payments?

MARKET INDICATORS

Table 1 Number of POS Terminals: Units 2018-2023

Table 2 Number of ATMs: Units 2018-2023

Table 3 Value Lost to Fraud 2018-2023

Table 4 Card Expenditure by Location 2023

Table 5 Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 6 Domestic versus Foreign Spend 2023

MARKET DATA

Table 7 Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 8 Financial Cards by Category: Number of Accounts 2018-2023

Table 9 Financial Cards Transactions by Category: Value 2018-2023

Table 10 Financial Cards by Category: Number of Transactions 2018-2023

Table 11 Consumer Payments by Category: Value 2018-2023

Table 12 Consumer Payments by Category: Number of Transactions 2018-2023

Table 13 M-Commerce by Category: Value 2018-2023

Table 14 M-Commerce by Category: % Value Growth 2018-2023

Table 15 Financial Cards: Number of Cards by Issuer 2018-2022

Table 16 Financial Cards: Number of Cards by Operator 2018-2022

Table 17 Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 18 Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 19 Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 20 Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 21 Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 22 Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 23 Forecast Consumer Payments by Category: Value 2023-2028

Table 24 Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 25 Forecast M-Commerce by Category: Value 2023-2028

Table 26 Forecast M-Commerce by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

DEBIT CARDS IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Moderate growth, as market saturated

Spending patterns return to normal

Competitive landscape remains stable

#### PROSPECTS AND OPPORTUNITIES

Muted constant value growth over forecast period

Continuing vying between Visa and Mastercard

Local MobilePay continues to grow in popularity

#### CATEGORY DATA

Table 27 Debit Cards: Number of Cards in Circulation 2018-2023

Table 28 Debit Cards Transactions 2018-2023

Table 29 Debit Cards in Circulation: % Growth 2018-2023

Table 30 Debit Cards Transactions: % Growth 2018-2023

Table 31 Debit Cards: Number of Cards by Issuer 2018-2022

Table 32 Debit Cards: Number of Cards by Operator 2018-2022

Table 33 Debit Cards Payment Transaction Value by Issuer 2018-2022

Table 34 Debit Cards Payment Transaction Value by Operator 2018-2022

Table 35 Forecast Debit Cards: Number of Cards in Circulation 2023-2028

Table 36 □Forecast Debit Cards Transactions 2023-2028

Table 37 □Forecast Debit Cards in Circulation: % Growth 2023-2028

Table 38 □Forecast Debit Cards Transactions: % Growth 2023-2028

#### CREDIT CARDS IN DENMARK

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Significant increase in transaction value in 2023

Credit cards used differently to debit cards

Mastercard dominates

#### PROSPECTS AND OPPORTUNITIES

Further growth for credit cards

Low profitability as Danish consumers avoid taking on debt

E-commerce key growth point

#### CATEGORY DATA

Table 77 Credit Cards: Number of Cards in Circulation 2018-2023

Table 78 Credit Cards Transactions 2018-2023

Table 79 Credit Cards in Circulation: % Growth 2018-2023

Table 80 Credit Cards Transactions: % Growth 2018-2023

Table 81 Commercial Credit Cards: Number of Cards in Circulation 2018-2023

Table 82 Commercial Credit Cards Transactions 2018-2023

Table 83 Commercial Credit Cards in Circulation: % Growth 2018-2023

Table 84 Commercial Credit Cards Transactions: % Growth 2018-2023

Table 85 Personal Credit Cards: Number of Cards in Circulation 2018-2023

Table 86 □Personal Credit Cards Transactions 2018-2023

Table 87 □Personal Credit Cards in Circulation: % Growth 2018-2023

Table 88 □Personal Credit Cards Transactions: % Growth 2018-2023

Table 89 □Credit Cards: Number of Cards by Issuer 2018-2022

Table 90 □Credit Cards: Number of Cards by Operator 2018-2022

Table 91 □Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 92 □Credit Cards Payment Transaction Value by Operator 2018-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 93 □Commercial Credit Cards: Number of Cards by Issuer 2018-2022  
 Table 94 □Commercial Credit Cards: Number of Cards by Operator 2018-2022  
 Table 95 □Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022  
 Table 96 □Commercial Credit Cards Payment Transaction Value by Operator 2018-2022  
 Table 97 □Personal Credit Cards: Number of Cards by Issuer 2018-2022  
 Table 98 □Personal Credit Cards: Number of Cards by Operator 2018-2022  
 Table 99 □Personal Credit Cards Payment Transaction Value by Issuer 2018-2022  
 Table 100 □Personal Credit Cards Payment Transaction Value by Operator 2018-2022  
 Table 101 □Forecast Credit Cards: Number of Cards in Circulation 2023-2028  
 Table 102 □Forecast Credit Cards Transactions 2023-2028  
 Table 103 □Forecast Credit Cards in Circulation: % Growth 2023-2028  
 Table 104 □Forecast Credit Cards Transactions: % Growth 2023-2028  
 Table 105 □Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028  
 Table 106 □Forecast Commercial Credit Cards Transactions 2023-2028  
 Table 107 □Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028  
 Table 108 □Forecast Commercial Credit Cards Transactions: % Growth 2023-2028  
 Table 109 □Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028  
 Table 110 □Forecast Personal Credit Cards Transactions 2023-2028  
 Table 111 □Forecast Personal Credit Cards in Circulation: % Growth 2023-2028  
 Table 112 □Forecast Personal Credit Cards Transactions: % Growth 2023-2028

#### PRE-PAID CARDS IN DENMARK

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Modest value increase, due to rising inflation

Closed loop cards dominate but open loop gaining.

Pre-paid bank cards seen as way to control spending, particularly among younger consumers

#### PROSPECTS AND OPPORTUNITIES

Muted value growth over the forecast period

Danish government to introduce contactless mobile ticketing on transportation

Pre-paid gift cards sees some growth

#### CATEGORY DATA

Table 39 Pre-paid Cards: Number of Cards in Circulation 2018-2023  
 Table 40 Pre-paid Cards Transactions 2018-2023  
 Table 41 Pre-paid Cards in Circulation: % Growth 2018-2023  
 Table 42 Pre-paid Cards Transactions: % Growth 2018-2023  
 Table 43 Closed Loop Pre-paid Cards Transactions 2018-2023  
 Table 44 Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023  
 Table 45 Open Loop Pre-paid Cards Transactions 2018-2023  
 Table 46 Open Loop Pre-paid Cards Transactions: % Growth 2018-2023  
 Table 47 Pre-paid Cards: Number of Cards by Issuer 2018-2022  
 Table 48 □Pre-paid Cards: Number of Cards by Operator 2018-2022  
 Table 49 □Pre-paid Cards Transaction Value by Issuer 2018-2022  
 Table 50 □Pre-paid Cards Transaction Value by Operator 2018-2022  
 Table 51 □Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022  
 Table 52 □Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022  
 Table 53 □Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022  
 Table 54 □Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 55 □Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022  
Table 56 □Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022  
Table 57 □Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022  
Table 58 □Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022  
Table 59 □Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028  
Table 60 □Forecast Pre-paid Cards Transactions 2023-2028  
Table 61 □Forecast Pre-paid Cards in Circulation: % Growth 2023-2028  
Table 62 □Forecast Pre-paid Cards Transactions: % Growth 2023-2028  
Table 63 □Forecast Closed Loop Pre-paid Cards Transactions 2023-2028  
Table 64 □Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028  
Table 65 □Forecast Open Loop Pre-paid Cards Transactions 2023-2028  
Table 66 □Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

#### STORE CARDS IN DENMARK

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Continual decline of store cards

Growing competition from more convenient digital payment formats

Growing competition from co-branded credit cards

##### PROSPECTS AND OPPORTUNITIES

Continued decline over forecast period

Forbrugsforeningen cards continue to lead

Retailers increasingly use alternative technology solutions

##### CATEGORY DATA

Table 67 Store Cards: Number of Cards in Circulation 2018-2023  
Table 68 Store Cards Transactions 2018-2023  
Table 69 Store Cards in Circulation: % Growth 2018-2023  
Table 70 Store Cards Transactions: % Growth 2018-2023  
Table 71 Store Cards: Number of Cards by Issuer 2018-2022  
Table 72 Store Cards: Payment Transaction Value by Issuer 2018-2022  
Table 73 Forecast Store Cards: Number of Cards in Circulation 2023-2028  
Table 74 Forecast Store Cards Transactions 2023-2028  
Table 75 Forecast Store Cards in Circulation: % Growth 2023-2028  
Table 76 □Forecast Store Cards Transactions: % Growth 2023-2028

#### CHARGE CARDS IN DENMARK

##### 2023 DEVELOPMENTS

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Financial Cards and Payments in Denmark

Market Direction | 2023-11-21 | 47 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="2025-05-02"/>
		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