

Pre-Paid Cards in Denmark

Market Direction | 2023-11-21 | 24 pages | Euromonitor

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Report description:

While there is a significant number of pre-paid cards in Denmark, the spend is not significant. That being said, there is expected to be a modest increase in value spend in 2023, largely driven by rising inflation. With debit cards having significant penetration and the population being highly banked, there is less need for pre-paid cards, except for certain niche consumer groups such as younger children.

Euromonitor International's Pre-Paid 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.

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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PRE-PAID CARDS IN DENMARK

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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

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