

## **Store Cards in Norway**

Market Direction | 2023-11-21 | 19 pages | Euromonitor

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### **Report description:**

While Norway is one of the most advanced societies in the world regarding card payments, the digitalisation trend has had little impact on store cards. As a result, store cards have become increasingly marginalised in Norway and represent less than 1% of all card payments in the country. On balance, store cards are less practical than debit or credit cards and there are more limited ways to use them. In 2023, they been unable to benefit from the overall change in the payment landscape as they ar...

Euromonitor International's Store 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.

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.

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STORE CARDS IN NORWAY

KEY DATA FINDINGS

2023 DEVELOPMENTS

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Limited usage and interest in store cards stifles product development  
Fuel store cards are a popular option

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