

Credit Cards in Denmark

Market Direction | 2025-02-04 | 27 pages | Euromonitor

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Report description:

The Danish credit card market enjoyed a strong year in 2024, with both transaction volumes and retail sales value continuing their strong growth trajectory. Credit card usage already surpassed pre-pandemic levels, with 2022 marking the point at which transactions volume and value exceeded 2019 figures, and further expansion has been recorded since. Despite this positive development, the number of credit cards in circulation continued its gradual but steady decline - a trend observed over several...

Euromonitor International's Credit 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: Commercial Credit Card Transactions, Personal Credit 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 Credit 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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KEY DATA FINDINGS

2024 DEVELOPMENTS

Record growth for credit card usage in Denmark in 2024

Development patterns in credit cards differ significantly from those seen in debit cards

Major banks lead in issuers, Mastercard in operators

PROSPECTS AND OPPORTUNITIES

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Big banks and Mastercard will continue leading, while Visa and American Express likely to see decline

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