

## **Debit Cards in Denmark**

Market Direction | 2025-02-04 | 20 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

Denmark's debit card market turned in a record-breaking performance in 2024. The total number of personal and commercial debit cards surpassed one million more than five years earlier, with the number of debit cards already exceeding the Danish population, reflecting the widespread adoption of this payment method. Alongside the increasing number of cards, overall category transactions are also on the rise. While the COVID-19 pandemic temporarily impacted debit card usage - particularly for comme...

Euromonitor International's Debit 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 Debit Card Transactions, Personal Debit 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 Debit 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.

**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 of Contents:**

Debit Cards in Denmark  
Euromonitor International  
February 2025

List Of Contents And Tables

DEBIT CARDS IN DENMARK

KEY DATA FINDINGS

2024 DEVELOPMENTS

2024 as a record-breaking year for personal debit cards in Denmark  
Debit cards remain preferred choice for Danes  
Local banks and Dankort maintain leadership over debit cards

PROSPECTS AND OPPORTUNITIES

Limited room for extraordinary growth in debit card adoption  
Increasing reliance on mobile wallets  
Banks to continue shaping the competitive landscape

CATEGORY DATA

- Table 1 Debit Cards: Number of Cards in Circulation 2019-2024
- Table 2 Debit Cards Transactions 2019-2024
- Table 3 Debit Cards in Circulation: % Growth 2019-2024
- Table 4 Debit Cards Transactions: % Growth 2019-2024
- Table 5 Debit Cards: Number of Cards by Issuer 2019-2023
- Table 6 Debit Cards: Number of Cards by Operator 2019-2023
- Table 7 Debit Cards Payment Transaction Value by Issuer 2019-2023
- Table 8 Debit Cards Payment Transaction Value by Operator 2019-2023
- Table 9 Forecast Debit Cards: Number of Cards in Circulation 2024-2029
- Table 10 □Forecast Debit Cards Transactions 2024-2029
- Table 11 □Forecast Debit Cards in Circulation: % Growth 2024-2029
- Table 12 □Forecast Debit Cards Transactions: % Growth 2024-2029

FINANCIAL CARDS AND PAYMENTS IN DENMARK

EXECUTIVE SUMMARY

Financial cards and payments in 2024: The big picture  
2024 key trends  
Competitive landscape  
What next for financial cards and payments?

MARKET INDICATORS

- Table 13 Number of POS Terminals: Units 2019-2024
- Table 14 Number of ATMs: Units 2019-2024
- Table 15 Value Lost to Fraud 2019-2024
- Table 16 Card Expenditure by Location 2024
- Table 17 Financial Cards in Circulation by Type: % Number of Cards 2019-2024
- Table 18 Domestic versus Foreign Spend 2024

MARKET DATA

- Table 19 Financial Cards by Category: Number of Cards in Circulation 2019-2024
- Table 20 Financial Cards by Category: Number of Accounts 2019-2024
- Table 21 Financial Cards Transactions by Category: Value 2019-2024

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

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

Table 22 □Financial Cards by Category: Number of Transactions 2019-2024  
Table 23 □Consumer Payments by Category: Value 2019-2024  
Table 24 □Consumer Payments by Category: Number of Transactions 2019-2024  
Table 25 □M-Commerce by Category: Value 2019-2024  
Table 26 □M-Commerce by Category: % Value Growth 2019-2024  
Table 27 □Financial Cards: Number of Cards by Issuer 2019-2023  
Table 28 □Financial Cards: Number of Cards by Operator 2019-2023  
Table 29 □Financial Cards: Card Payment Transactions Value by Operator 2019-2023  
Table 30 □Financial Cards: Card Payment Transactions Value by Issuer 2019-2023  
Table 31 □Forecast Financial Cards by Category: Number of Cards in Circulation 2024-2029  
Table 32 □Forecast Financial Cards by Category: Number of Accounts 2024-2029  
Table 33 □Forecast Financial Cards Transactions by Category: Value 2024-2029  
Table 34 □Forecast Financial Cards by Category: Number of Transactions 2024-2029  
Table 35 □Forecast Consumer Payments by Category: Value 2024-2029  
Table 36 □Forecast Consumer Payments by Category: Number of Transactions 2024-2029  
Table 37 □Forecast M-Commerce by Category: Value 2024-2029  
Table 38 □Forecast M-Commerce by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

**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)

## Debit Cards in Denmark

Market Direction | 2025-02-04 | 20 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		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	2025-05-03
		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