

Pre-Paid Cards in Denmark

Market Direction | 2025-02-04 | 24 pages | Euromonitor

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Report description:

Pre-paid cards in Denmark posted a strong performance in 2024, with a record number of cards driving transaction volumes and values to new highs. This trend aligns with broader developments in the Danish payments landscape, which is characterised by a high level of digitalisation and one of the lowest cash usage rates globally. Pre-paid cards are used for a variety of purposes, supporting their continued expansion. However, despite this growth, the potential for further expansion is somewhat con...

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 sees a strong 2024

Pre-paid card usage remains lower than mainstream payment cards

Closed loop cards dominate but open-loop cards rise faster

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Slow transformation in the category reflected in unit price developments

Merchant issued gift cards will remain relevant despite category shifts

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FINANCIAL CARDS AND PAYMENTS IN DENMARK

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