

## Store Cards in Denmark

Market Direction | 2025-02-04 | 19 pages | Euromonitor

### AVAILABLE LICENSES:

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

### Report description:

In 2024, store cards in Denmark recorded further decline, continuing a long-term trend that sets the category apart from the overall card market. While the total number of cards in circulation, transaction volumes and values are all rising, store cards is following a different trajectory. All key indicators - circulation, transactions and value - are falling, reflecting the cards' diminished role in consumer payments. This pattern is consistent with previous years, excluding a few exceptions, re...

Euromonitor International's Store 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.

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.

### Table of Contents:

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

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

[www.scotts-international.com](http://www.scotts-international.com)

## List Of Contents And Tables

### STORE CARDS IN DENMARK

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Store cards continues to decline amid broader card growth

A digital-first society leaves little room for store cards

Store cards remain numerous but rarely used

#### PROSPECTS AND OPPORTUNITIES

Store cards faces further decline

Low usage frequency to persist

Fragmented market with key players maintaining positions

#### CATEGORY DATA

Table 1 Store Cards: Number of Cards in Circulation 2019-2024

Table 2 Store Cards Transactions 2019-2024

Table 3 Store Cards in Circulation: % Growth 2019-2024

Table 4 Store Cards Transactions: % Growth 2019-2024

Table 5 Store Cards: Number of Cards by Issuer 2019-2023

Table 6 Store Cards: Payment Transaction Value by Issuer 2019-2023

Table 7 Forecast Store Cards: Number of Cards in Circulation 2024-2029

Table 8 Forecast Store Cards Transactions 2024-2029

Table 9 Forecast Store Cards in Circulation: % Growth 2024-2029

Table 10 Forecast Store 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 11 Number of POS Terminals: Units 2019-2024

Table 12 Number of ATMs: Units 2019-2024

Table 13 Value Lost to Fraud 2019-2024

Table 14 Card Expenditure by Location 2024

Table 15 Financial Cards in Circulation by Type: % Number of Cards 2019-2024

Table 16 Domestic versus Foreign Spend 2024

#### MARKET DATA

Table 17 Financial Cards by Category: Number of Cards in Circulation 2019-2024

Table 18 Financial Cards by Category: Number of Accounts 2019-2024

Table 19 Financial Cards Transactions by Category: Value 2019-2024

Table 20 Financial Cards by Category: Number of Transactions 2019-2024

Table 21 Consumer Payments by Category: Value 2019-2024

Table 22 Consumer Payments by Category: Number of Transactions 2019-2024

Table 23 M-Commerce by Category: Value 2019-2024

Table 24 M-Commerce by Category: % Value Growth 2019-2024

Table 25 Financial Cards: Number of Cards by Issuer 2019-2023

Table 26 Financial Cards: Number of Cards by Operator 2019-2023

Table 27 Financial Cards: Card Payment Transactions Value by Operator 2019-2023

Table 28 Financial Cards: Card Payment Transactions Value by Issuer 2019-2023

Table 29 Forecast Financial Cards by Category: Number of Cards in Circulation 2024-2029

Table 30 Forecast Financial Cards by Category: Number of Accounts 2024-2029

Table 31 Forecast Financial Cards Transactions by Category: Value 2024-2029

Table 32 Forecast Financial Cards by Category: Number of Transactions 2024-2029

Table 33 Forecast Consumer Payments by Category: Value 2024-2029

Table 34 Forecast Consumer Payments by Category: Number of Transactions 2024-2029

Table 35 Forecast M-Commerce by Category: Value 2024-2029

Table 36 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

[www.scotts-international.com](http://www.scotts-international.com)

## Store Cards in Denmark

Market Direction | 2025-02-04 | 19 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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-11
	Signature	

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

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

[www.scotts-international.com](http://www.scotts-international.com)