

# Pre-Paid Cards in Denmark

November 2023

Table of Contents

[Charge Cards in Denmark - Category analysis](#)

[Charge Cards in Denmark - Company Profile](#)

## 2023 DEVELOPMENTS

[Credit Cards in Denmark - Category analysis](#)

[Credit Cards in Denmark - Company Profile](#)

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Significant increase in transaction value in 2023

Credit cards used differently to debit cards

Mastercard dominates

### PROSPECTS AND OPPORTUNITIES

Further growth for credit cards

Low profitability as Danish consumers avoid taking on debt

E-commerce key growth point

### CATEGORY DATA

Table 1 - Credit Cards: Number of Cards in Circulation 2018-2023

Table 2 - Credit Cards Transactions 2018-2023

Table 3 - Credit Cards in Circulation: % Growth 2018-2023

Table 4 - Credit Cards Transactions: % Growth 2018-2023

Table 5 - Commercial Credit Cards: Number of Cards in Circulation 2018-2023

Table 6 - Commercial Credit Cards Transactions 2018-2023

Table 7 - Commercial Credit Cards in Circulation: % Growth 2018-2023

Table 8 - Commercial Credit Cards Transactions: % Growth 2018-2023

Table 9 - Personal Credit Cards: Number of Cards in Circulation 2018-2023

Table 10 - Personal Credit Cards Transactions 2018-2023

Table 11 - Personal Credit Cards in Circulation: % Growth 2018-2023

Table 12 - Personal Credit Cards Transactions: % Growth 2018-2023

Table 13 - Credit Cards: Number of Cards by Issuer 2018-2022

Table 14 - Credit Cards: Number of Cards by Operator 2018-2022

Table 15 - Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 16 - Credit Cards Payment Transaction Value by Operator 2018-2022

Table 17 - Commercial Credit Cards: Number of Cards by Issuer 2018-2022

Table 18 - Commercial Credit Cards: Number of Cards by Operator 2018-2022

Table 19 - Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 20 - Commercial Credit Cards Payment Transaction Value by Operator 2018-2022

Table 21 - Personal Credit Cards: Number of Cards by Issuer 2018-2022

Table 22 - Personal Credit Cards: Number of Cards by Operator 2018-2022

Table 23 - Personal Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 24 - Personal Credit Cards Payment Transaction Value by Operator 2018-2022

Table 25 - Forecast Credit Cards: Number of Cards in Circulation 2023-2028

Table 26 - Forecast Credit Cards Transactions 2023-2028

Table 27 - Forecast Credit Cards in Circulation: % Growth 2023-2028

Table 28 - Forecast Credit Cards Transactions: % Growth 2023-2028

Table 29 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028

Table 30 - Forecast Commercial Credit Cards Transactions 2023-2028

Table 31 - Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028

Table 32 - Forecast Commercial Credit Cards Transactions: % Growth 2023-2028

Table 33 - Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028

Table 34 - Forecast Personal Credit Cards Transactions 2023-2028

Table 35 - Forecast Personal Credit Cards in Circulation: % Growth 2023-2028

Table 36 - Forecast Personal Credit Cards Transactions: % Growth 2023-2028

## Debit Cards in Denmark - Category analysis

### Debit Cards in Denmark - Company Profile

#### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Moderate growth, as market saturated

Spending patterns return to normal

Competitive landscape remains stable

##### PROSPECTS AND OPPORTUNITIES

Muted constant value growth over forecast period

Continuing vying between Visa and Mastercard

Local MobilePay continues to grow in popularity

#### CATEGORY DATA

Table 37 - Debit Cards: Number of Cards in Circulation 2018-2023

Table 38 - Debit Cards Transactions 2018-2023

Table 39 - Debit Cards in Circulation: % Growth 2018-2023

Table 40 - Debit Cards Transactions: % Growth 2018-2023

Table 41 - Debit Cards: Number of Cards by Issuer 2018-2022

Table 42 - Debit Cards: Number of Cards by Operator 2018-2022

Table 43 - Debit Cards Payment Transaction Value by Issuer 2018-2022

Table 44 - Debit Cards Payment Transaction Value by Operator 2018-2022

Table 45 - Forecast Debit Cards: Number of Cards in Circulation 2023-2028

Table 46 - Forecast Debit Cards Transactions 2023-2028

Table 47 - Forecast Debit Cards in Circulation: % Growth 2023-2028

Table 48 - Forecast Debit Cards Transactions: % Growth 2023-2028

## Pre-Paid Cards in Denmark - Category analysis

### Pre-Paid Cards in Denmark - Company Profile

#### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Modest value increase, due to rising inflation

Closed loop cards dominate but open loop gaining.

Pre-paid bank cards seen as way to control spending, particularly among younger consumers

##### PROSPECTS AND OPPORTUNITIES

Muted value growth over the forecast period

Danish government to introduce contactless mobile ticketing on transportation

Pre-paid gift cards sees some growth

#### CATEGORY DATA

Table 49 - Pre-paid Cards: Number of Cards in Circulation 2018-2023

Table 50 - Pre-paid Cards Transactions 2018-2023

Table 51 - Pre-paid Cards in Circulation: % Growth 2018-2023  
Table 52 - Pre-paid Cards Transactions: % Growth 2018-2023  
Table 53 - Closed Loop Pre-paid Cards Transactions 2018-2023  
Table 54 - Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023  
Table 55 - Open Loop Pre-paid Cards Transactions 2018-2023  
Table 56 - Open Loop Pre-paid Cards Transactions: % Growth 2018-2023  
Table 57 - Pre-paid Cards: Number of Cards by Issuer 2018-2022  
Table 58 - Pre-paid Cards: Number of Cards by Operator 2018-2022  
Table 59 - Pre-paid Cards Transaction Value by Issuer 2018-2022  
Table 60 - Pre-paid Cards Transaction Value by Operator 2018-2022  
Table 61 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022  
Table 62 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022  
Table 63 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022  
Table 64 - Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022  
Table 65 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022  
Table 66 - Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022  
Table 67 - Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022  
Table 68 - Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022  
Table 69 - Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028  
Table 70 - Forecast Pre-paid Cards Transactions 2023-2028  
Table 71 - Forecast Pre-paid Cards in Circulation: % Growth 2023-2028  
Table 72 - Forecast Pre-paid Cards Transactions: % Growth 2023-2028  
Table 73 - Forecast Closed Loop Pre-paid Cards Transactions 2023-2028  
Table 74 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028  
Table 75 - Forecast Open Loop Pre-paid Cards Transactions 2023-2028  
Table 76 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

[Store Cards in Denmark - Category analysis](#)

[Store Cards in Denmark - Company Profile](#)

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Continual decline of store cards  
Growing competition from more convenient digital payment formats  
Growing competition from co-branded credit cards

### PROSPECTS AND OPPORTUNITIES

Continued decline over forecast period  
Forbrugsforeningen cards continue to lead  
Retailers increasingly use alternative technology solutions

### CATEGORY DATA

Table 77 - Store Cards: Number of Cards in Circulation 2018-2023  
Table 78 - Store Cards Transactions 2018-2023  
Table 79 - Store Cards in Circulation: % Growth 2018-2023  
Table 80 - Store Cards Transactions: % Growth 2018-2023  
Table 81 - Store Cards: Number of Cards by Issuer 2018-2022  
Table 82 - Store Cards: Payment Transaction Value by Issuer 2018-2022  
Table 83 - Forecast Store Cards: Number of Cards in Circulation 2023-2028  
Table 84 - Forecast Store Cards Transactions 2023-2028  
Table 85 - Forecast Store Cards in Circulation: % Growth 2023-2028  
Table 86 - Forecast Store Cards Transactions: % Growth 2023-2028

### EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture

Mobile payments continue to grow in popularity

Commercial credit cards more lucrative than debit cards

Competitive landscape

What next for financial cards and payments?

### MARKET INDICATORS

Table 87 - Number of POS Terminals: Units 2018-2023

Table 88 - Number of ATMs: Units 2018-2023

Table 89 - Value Lost to Fraud 2018-2023

Table 90 - Card Expenditure by Location 2023

Table 91 - Financial Cards in Circulation by Type: % Number of Cards 2018-2023

Table 92 - Domestic versus Foreign Spend 2023

### MARKET DATA

Table 93 - Financial Cards by Category: Number of Cards in Circulation 2018-2023

Table 94 - Financial Cards by Category: Number of Accounts 2018-2023

Table 95 - Financial Cards Transactions by Category: Value 2018-2023

Table 96 - Financial Cards by Category: Number of Transactions 2018-2023

Table 97 - Consumer Payments by Category: Value 2018-2023

Table 98 - Consumer Payments by Category: Number of Transactions 2018-2023

Table 99 - M-Commerce by Category: Value 2018-2023

Table 100 - M-Commerce by Category: % Value Growth 2018-2023

Table 101 - Financial Cards: Number of Cards by Issuer 2018-2022

Table 102 - Financial Cards: Number of Cards by Operator 2018-2022

Table 103 - Financial Cards: Card Payment Transactions Value by Operator 2018-2022

Table 104 - Financial Cards: Card Payment Transactions Value by Issuer 2018-2022

Table 105 - Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028

Table 106 - Forecast Financial Cards by Category: Number of Accounts 2023-2028

Table 107 - Forecast Financial Cards Transactions by Category: Value 2023-2028

Table 108 - Forecast Financial Cards by Category: Number of Transactions 2023-2028

Table 109 - Forecast Consumer Payments by Category: Value 2023-2028

Table 110 - Forecast Consumer Payments by Category: Number of Transactions 2023-2028

Table 111 - Forecast M-Commerce by Category: Value 2023-2028

Table 112 - Forecast M-Commerce by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

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