



Euromonitor
International

Financial Cards and Payments in Norway

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EXECUTIVE SUMMARY

Mobile payments rise thanks to Vipps' NFC functionality

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Marginal fall in number of financial cards in circulation

Credit cards register highest value growth

Significant shift to mobile payments

COMPETITIVE LANDSCAPE

Local operator BankAxept continues to dominate

Norway's largest bank DNB leading issuer, but Nordea Bank makes most gains

WHAT'S NEXT?

Stable performance over forecast period

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American Express remains the sole player

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Slight fall in number of cards, but healthy increase in total transaction value

Healthy increase in number of transactions, with spending patterns changing

WHAT'S NEXT?

Similar dynamics over forecast period

Changes in the competitive landscape remain issuer-driven

Increasing use of mobile and online payments

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BankAxept receives boost from adopting NFC functionality

INDUSTRY PERFORMANCE

Minimal growth in debit cards, due to maturity
Minimal growth in total constant transaction values

WHAT'S NEXT?

Steady growth over forecast period
Mobile wallets register significant growth following integration of BankAxept into mobile payments
Changes in the competitive landscape remain issuer-driven

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Norway's largest bank DNB leading issuer, but Nordea Bank makes most gains

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INDUSTRY PERFORMANCE

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Closed pre-paid cards dominate but frequency of use is declining

WHAT'S NEXT?

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INDUSTRY PERFORMANCE

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