



Euromonitor
International

Financial Cards and Payments in Denmark

March 2026

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EXECUTIVE SUMMARY

Total transactions rise at healthy rates in volume and current value terms

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Saturation and migration to digital platforms depress card circulation numbers

Consumers and merchants continue to embrace mobile payments

WHAT'S NEXT?

Growth in transactions will remain robust as card circulation numbers continue to fall

VOP scheme likely to be implemented well before mid-2027 deadline

COMPETITIVE LANDSCAPE

Major retail banks still the top issuers by value

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Growth in transactions remains robust despite slowing from 2024

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

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Saturation limits growth in circulation numbers

Transactions remain buoyant as average spend continues to fall

WHAT'S NEXT

Circulation numbers and transactions set to continue rising steadily

Growing adoption of digital wallets bodes well for debit cards

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INDUSTRY PERFORMANCE

Use of closed loop pre-paid cards declines as Rejsekort is phased out

Open loop products continue to gain popularity as spending management tools

WHAT'S NEXT

Closed loop pre-paid cards will continue to be supplanted by mobile apps

Open loop category retains solid growth prospects

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

KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

Declining trend in circulation numbers persists

Current value transactions return to growth in 2025

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