



Euromonitor
International

Credit Cards in Norway

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Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

American Express remains only player

INDUSTRY PERFORMANCE

Further decline in number of cards
Slight increase in constant value of transactions

WHAT'S NEXT?

Similar dynamics over forecast period
Further decline over forecast period
American Express will dictate the performance of charge cards

COMPETITIVE LANDSCAPE

Difficult trading period for charge cards
American Express remains the sole player

CATEGORY DATA

Table 1 - Charge Cards: Number of Cards in Circulation 2020-2025
Table 2 - Charge Cards Transactions 2020-2025
Table 3 - Charge Cards in Circulation: % Growth 2020-2025
Table 4 - Charge Cards Transactions: % Growth 2020-2025
Table 5 - Commercial Charge Cards: Number of Cards in Circulation 2020-2025
Table 6 - Commercial Charge Cards Transactions 2020-2025
Table 7 - Commercial Charge Cards in Circulation: % Growth 2020-2025
Table 8 - Commercial Charge Cards Transactions: % Growth 2020-2025
Table 9 - Personal Charge Cards: Number of Cards in Circulation 2020-2025
Table 10 - Personal Charge Cards Transactions 2020-2025
Table 11 - Personal Charge Cards in Circulation: % Growth 2020-2025
Table 12 - Personal Charge Cards Transactions: % Growth 2020-2025
Table 13 - Charge Cards: Number of Cards by Issuer 2020-2024
Table 14 - Charge Cards: Number of Cards by Operator 2020-2024
Table 15 - Charge Cards Payment Transaction Value by Issuer 2020-2024
Table 16 - Charge Cards Payment Transaction Value by Operator 2020-2024
Table 17 - Commercial Charge Cards: Number of Cards by Issuer 2020-2024
Table 18 - Commercial Charge Cards: Number of Cards by Operator 2020-2024
Table 19 - Commercial Charge Cards Payment Transaction Value by Issuer 2020-2024
Table 20 - Commercial Charge Cards Payment Transaction Value by Operator 2020-2024
Table 21 - Personal Charge Cards: Number of Cards by Issuer 2020-2024
Table 22 - Personal Charge Cards: Number of Cards by Operator 2020-2024
Table 23 - Personal Charge Cards Transaction Value by Issuer 2020-2024
Table 24 - Personal Charge Cards Transaction Value by Operator 2020-2024
Table 25 - Forecast Charge Cards: Number of Cards in Circulation 2025-2030
Table 26 - Forecast Charge Cards Transactions 2025-2030
Table 27 - Forecast Charge Cards in Circulation: % Growth 2025-2030
Table 28 - Forecast Charge Cards Transactions: % Growth 2025-2030
Table 29 - Forecast Commercial Charge Cards: Number of Cards in Circulation 2025-2030
Table 30 - Forecast Commercial Charge Cards Transactions 2025-2030
Table 31 - Forecast Commercial Charge Cards in Circulation: % Growth 2025-2030

Table 32 - Forecast Commercial Charge Cards Transactions: % Growth 2025-2030

Table 33 - Forecast Personal Charge Cards: Number of Cards in Circulation 2025-2030

Table 34 - Forecast Personal Charge Cards Transactions 2025-2030

Table 35 - Forecast Personal Charge Cards in Circulation: % Growth 2025-2030

Table 36 - Forecast Personal Charge Cards Transactions: % Growth 2025-2030

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

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive picture for credit cards in 2025

INDUSTRY PERFORMANCE

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

COMPETITIVE LANDSCAPE

Visa and Mastercard dominate, with Mastercard having higher volume share in commercial credit cards

DNB continues to lead, but Nordea Bank makes most gains

CATEGORY DATA

Table 37 - Credit Cards: Number of Cards in Circulation 2020-2025

Table 38 - Credit Cards Transactions 2020-2025

Table 39 - Credit Cards in Circulation: % Growth 2020-2025

Table 40 - Credit Cards Transactions: % Growth 2020-2025

Table 41 - Commercial Credit Cards: Number of Cards in Circulation 2020-2025

Table 42 - Commercial Credit Cards Transactions 2020-2025

Table 43 - Commercial Credit Cards in Circulation: % Growth 2020-2025

Table 44 - Commercial Credit Cards Transactions: % Growth 2020-2025

Table 45 - Personal Credit Cards: Number of Cards in Circulation 2020-2025

Table 46 - Personal Credit Cards Transactions 2020-2025

Table 47 - Personal Credit Cards in Circulation: % Growth 2020-2025

Table 48 - Personal Credit Cards Transactions: % Growth 2020-2025

Table 49 - Credit Cards: Number of Cards by Issuer 2020-2024

Table 50 - Credit Cards: Number of Cards by Operator 2020-2024

Table 51 - Credit Cards Payment Transaction Value by Issuer 2020-2024

Table 52 - Credit Cards Payment Transaction Value by Operator 2020-2024

Table 53 - Commercial Credit Cards: Number of Cards by Issuer 2020-2024

Table 54 - Commercial Credit Cards: Number of Cards by Operator 2020-2024

Table 55 - Commercial Credit Cards Payment Transaction Value by Issuer 2020-2024

Table 56 - Commercial Credit Cards Payment Transaction Value by Operator 2020-2024

Table 57 - Personal Credit Cards: Number of Cards by Issuer 2020-2024

Table 58 - Personal Credit Cards: Number of Cards by Operator 2020-2024

Table 59 - Personal Credit Cards Payment Transaction Value by Issuer 2020-2024

Table 60 - Personal Credit Cards Payment Transaction Value by Operator 2020-2024
Table 61 - Forecast Credit Cards: Number of Cards in Circulation 2025-2030
Table 62 - Forecast Credit Cards Transactions 2025-2030
Table 63 - Forecast Credit Cards in Circulation: % Growth 2025-2030
Table 64 - Forecast Credit Cards Transactions: % Growth 2025-2030
Table 65 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2025-2030
Table 66 - Forecast Commercial Credit Cards Transactions 2025-2030
Table 67 - Forecast Commercial Credit Cards in Circulation: % Growth 2025-2030
Table 68 - Forecast Commercial Credit Cards Transactions: % Growth 2025-2030
Table 69 - Forecast Personal Credit Cards: Number of Cards in Circulation 2025-2030
Table 70 - Forecast Personal Credit Cards Transactions 2025-2030
Table 71 - Forecast Personal Credit Cards in Circulation: % Growth 2025-2030
Table 72 - Forecast Personal Credit Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

[Debit Cards in Norway - Company Profile](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

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

COMPETITIVE LANDSCAPE

Local operator BankAxept continues to dominate

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

CATEGORY DATA

Table 73 - Debit Cards: Number of Cards in Circulation 2020-2025
Table 74 - Debit Cards Transactions 2020-2025
Table 75 - Debit Cards in Circulation: % Growth 2020-2025
Table 76 - Debit Cards Transactions: % Growth 2020-2025
Table 77 - Debit Cards: Number of Cards by Issuer 2020-2024
Table 78 - Debit Cards: Number of Cards by Operator 2020-2024
Table 79 - Debit Cards Payment Transaction Value by Issuer 2020-2024
Table 80 - Debit Cards Payment Transaction Value by Operator 2020-2024
Table 81 - Forecast Debit Cards: Number of Cards in Circulation 2025-2030
Table 82 - Forecast Debit Cards Transactions 2025-2030
Table 83 - Forecast Debit Cards in Circulation: % Growth 2025-2030
Table 84 - Forecast Debit Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Pre-Paid Cards in Norway - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Closed loop pre-paid cards in decline

INDUSTRY PERFORMANCE

Pre-paid cards suffer from shift to mobile payments

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

WHAT'S NEXT?

Further decline for closed loop pre-paid cards

Open loop pre-paid cards will remain niche

Gift cards fare better than transportation cards

COMPETITOR LANDSCAPE

Nets leading operator in pre-paid cards

Buypass leading issuer

CATEGORY DATA

Table 85 - Pre-paid Cards: Number of Cards in Circulation 2020-2025

Table 86 - Pre-paid Cards Transactions 2020-2025

Table 87 - Pre-paid Cards in Circulation: % Growth 2020-2025

Table 88 - Pre-paid Cards Transactions: % Growth 2020-2025

Table 89 - Closed Loop Pre-paid Cards Transactions 2020-2025

Table 90 - Closed Loop Pre-paid Cards Transactions: % Growth 2020-2025

Table 91 - Open Loop Pre-paid Cards Transactions 2020-2025

Table 92 - Open Loop Pre-paid Cards Transactions: % Growth 2020-2025

Table 93 - Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 94 - Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 95 - Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 96 - Pre-paid Cards Transaction Value by Operator 2020-2024

Table 97 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 98 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 99 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 100 - Closed Loop Pre-paid Cards Transaction Value by Operator 2020-2024

Table 101 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2020-2024

Table 102 - Open Loop Pre-paid Cards: Number of Cards by Operator 2020-2024

Table 103 - Open Loop Pre-paid Cards Transaction Value by Issuer 2020-2024

Table 104 - Open Loop Pre-paid Cards Transaction Value by Operator 2020-2024

Table 105 - Forecast Pre-paid Cards: Number of Cards in Circulation 2025-2030

Table 106 - Forecast Pre-paid Cards Transactions 2025-2030

Table 107 - Forecast Pre-paid Cards in Circulation: % Growth 2025-2030

Table 108 - Forecast Pre-paid Cards Transactions: % Growth 2025-2030

Table 109 - Forecast Closed Loop Pre-paid Cards Transactions 2025-2030

Table 110 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2025-2030

Table 111 - Forecast Open Loop Pre-paid Cards Transactions 2025-2030

Table 112 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2025-2030

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

Store Cards in Norway - Company Profile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Continual decline of store cards

INDUSTRY PERFORMANCE

Further decline in 2025

Store cards still have a role

PROSPECTS AND OPPORTUNITIES

Further decline over forecast period

Retailers like Ikea focus on BNPL

Growing competition from co-branded credit cards

COMPETITIVE LANDSCAPE

Forecourt retailers are main providers of store cards

CATEGORY DATA

Table 113 - Store Cards: Number of Cards in Circulation 2020-2025

Table 114 - Store Cards Transactions 2020-2025

Table 115 - Store Cards in Circulation: % Growth 2020-2025

Table 116 - Store Cards Transactions: % Growth 2020-2025

Table 117 - Store Cards: Number of Cards by Issuer 2020-2024

Table 118 - Store Cards: Payment Transaction Value by Issuer 2020-2024

Table 119 - Forecast Store Cards: Number of Cards in Circulation 2025-2030

Table 120 - Forecast Store Cards Transactions 2025-2030

Table 121 - Forecast Store Cards in Circulation: % Growth 2025-2030

Table 122 - Forecast Store Cards Transactions: % Growth 2025-2030

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Financial Cards and Payments in Norway - Industry Overview

EXECUTIVE SUMMARY

Mobile payments rise thanks to Vipps' NFC functionality

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

Kredittbanken could emerge as a significant issuer in credit cards

Mobile wallets register significant growth following integration of BankAxept into mobile payments

MARKET INDICATORS

Table 123 - Number of POS Terminals: Units 2020-2025
 Table 124 - Number of ATMs: Units 2020-2025
 Table 125 - Value Lost to Fraud 2020-2025
 Table 126 - Card Expenditure by Location 2025
 Table 127 - Financial Cards in Circulation by Type: % Number of Cards 2020-2025
 Table 128 - Domestic versus Foreign Spend 2025

MARKET DATA

Table 129 - Financial Cards by Category: Number of Cards in Circulation 2020-2025
 Table 130 - Financial Cards by Category: Number of Accounts 2020-2025
 Table 131 - Financial Cards Transactions by Category: Value 2020-2025
 Table 132 - Financial Cards by Category: Number of Transactions 2020-2025
 Table 133 - Consumer Payments by Category: Value 2020-2025
 Table 134 - Consumer Payments by Category: Number of Transactions 2020-2025
 Table 135 - M-Commerce by Category: Value 2020-2025
 Table 136 - M-Commerce by Category: % Value Growth 2020-2025
 Table 137 - Financial Cards: Number of Cards by Issuer 2020-2024
 Table 138 - Financial Cards: Number of Cards by Operator 2020-2024
 Table 139 - Financial Cards: Card Payment Transactions Value by Operator 2020-2024
 Table 140 - Financial Cards: Card Payment Transactions Value by Issuer 2020-2024
 Table 141 - Forecast Financial Cards by Category: Number of Cards in Circulation 2025-2030
 Table 142 - Forecast Financial Cards by Category: Number of Accounts 2025-2030
 Table 143 - Forecast Financial Cards Transactions by Category: Value 2025-2030
 Table 144 - Forecast Financial Cards by Category: Number of Transactions 2025-2030
 Table 145 - Forecast Consumer Payments by Category: Value 2025-2030
 Table 146 - Forecast Consumer Payments by Category: Number of Transactions 2025-2030
 Table 147 - Forecast M-Commerce by Category: Value 2025-2030
 Table 148 - Forecast M-Commerce by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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