



Euromonitor
International

Pre-Paid Cards in Denmark

March 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Credit cards continues to post mixed results

INDUSTRY PERFORMANCE

Diminishing appeal of personal credit cards depresses circulation numbers
Growth in transactions remains robust despite slowing from 2024

WHAT'S NEXT

Circulation numbers set to fall further but transactions will continue to rise
Personal credit cards expected to register fastest transaction growth rates
Credit cards will remain more likely to be used for foreign spending than debit cards

COMPETITIVE LANDSCAPE

Danske Bank still the leading issuer in credit cards
Mastercard remains the clear leader at the operator level

CATEGORY DATA

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

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

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

Table 34 - Forecast Personal Credit Cards Transactions 2025-2030

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

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

COUNTRY REPORTS DISCLAIMER

Debit Cards in Denmark - Category analysis

Debit Cards in Denmark - Company Profile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Debit cards still the most popular cashless payment method among Danes

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

Future of domestic scheme Dankort seems secure

COMPETITIVE LANDSCAPE

Danske Bank remains the top issuer

Dankort faces growing competition from Visa and Mastercard

CATEGORY DATA

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

Table 38 - Debit Cards Transactions 2020-2025

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

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

Table 41 - Debit Cards: Number of Cards by Issuer 2020-2024

Table 42 - Debit Cards: Number of Cards by Operator 2020-2024

Table 43 - Debit Cards Payment Transaction Value by Issuer 2020-2024

Table 44 - Debit Cards Payment Transaction Value by Operator 2020-2024

Table 45 - Forecast Debit Cards: Number of Cards in Circulation 2025-2030

Table 46 - Forecast Debit Cards Transactions 2025-2030

Table 47 - Forecast Debit Cards in Circulation: % Growth 2025-2030

Table 48 - Forecast Debit Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Pre-Paid Cards in Denmark - Category analysis

Pre-Paid Cards in Denmark - Company Profile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Fortunes of closed and open loop categories diverge sharply

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
Demand for merchant-issued gift cards expected to remain buoyant

COMPETITIVE LANDSCAPE

Rejsekort & Rejseplan and Nets A/S remain the top two issuers in 2024

CATEGORY DATA

Table 49 - Pre-paid Cards: Number of Cards in Circulation 2020-2025
Table 50 - Pre-paid Cards Transactions 2020-2025
Table 51 - Pre-paid Cards in Circulation: % Growth 2020-2025
Table 52 - Pre-paid Cards Transactions: % Growth 2020-2025
Table 53 - Closed Loop Pre-paid Cards Transactions 2020-2025
Table 54 - Closed Loop Pre-paid Cards Transactions: % Growth 2020-2025
Table 55 - Open Loop Pre-paid Cards Transactions 2020-2025
Table 56 - Open Loop Pre-paid Cards Transactions: % Growth 2020-2025
Table 57 - Pre-paid Cards: Number of Cards by Issuer 2020-2024
Table 58 - Pre-paid Cards: Number of Cards by Operator 2020-2024
Table 59 - Pre-paid Cards Transaction Value by Issuer 2020-2024
Table 60 - Pre-paid Cards Transaction Value by Operator 2020-2024
Table 61 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2020-2024
Table 62 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2020-2024
Table 63 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2020-2024
Table 64 - Closed Loop Pre-paid Cards Transaction Value by Operator 2020-2024
Table 65 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2020-2024
Table 66 - Open Loop Pre-paid Cards: Number of Cards by Operator 2020-2024
Table 67 - Open Loop Pre-paid Cards Transaction Value by Issuer 2020-2024
Table 68 - Open Loop Pre-paid Cards Transaction Value by Operator 2020-2024
Table 69 - Forecast Pre-paid Cards: Number of Cards in Circulation 2025-2030
Table 70 - Forecast Pre-paid Cards Transactions 2025-2030
Table 71 - Forecast Pre-paid Cards in Circulation: % Growth 2025-2030
Table 72 - Forecast Pre-paid Cards Transactions: % Growth 2025-2030
Table 73 - Forecast Closed Loop Pre-paid Cards Transactions 2025-2030
Table 74 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2025-2030
Table 75 - Forecast Open Loop Pre-paid Cards Transactions 2025-2030
Table 76 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

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

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Store cards continue to lose ground to alternative payment solutions

INDUSTRY PERFORMANCE

Declining trend in circulation numbers persists

Current value transactions return to growth in 2025

WHAT'S NEXT

Outlook for store cards remains poor

Falling usage levels will continue to discourage innovation

COMPETITIVE LANDSCAPE

Forbrugsforeningen af 1886 retains outright lead in 2024

CATEGORY DATA

Table 77 - Store Cards: Number of Cards in Circulation 2020-2025

Table 78 - Store Cards Transactions 2020-2025

Table 79 - Store Cards in Circulation: % Growth 2020-2025

Table 80 - Store Cards Transactions: % Growth 2020-2025

Table 81 - Store Cards: Number of Cards by Issuer 2020-2024

Table 82 - Store Cards: Payment Transaction Value by Issuer 2020-2024

Table 83 - Forecast Store Cards: Number of Cards in Circulation 2025-2030

Table 84 - Forecast Store Cards Transactions 2025-2030

Table 85 - Forecast Store Cards in Circulation: % Growth 2025-2030

Table 86 - Forecast Store Cards Transactions: % Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Financial Cards and Payments in Denmark - Industry Overview](#)

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

Dankort remains the leading operator despite loss of ground to Visa and Mastercard

MARKET INDICATORS

Table 87 - Number of POS Terminals: Units 2020-2025

Table 88 - Number of ATMs: Units 2020-2025

Table 89 - Value Lost to Fraud 2020-2025

Table 90 - Card Expenditure by Location 2025

Table 91 - Financial Cards in Circulation by Type: % Number of Cards 2020-2025

Table 92 - Domestic versus Foreign Spend 2025

MARKET DATA

Table 93 - Financial Cards by Category: Number of Cards in Circulation 2020-2025

Table 94 - Financial Cards by Category: Number of Accounts 2020-2025

Table 95 - Financial Cards Transactions by Category: Value 2020-2025

Table 96 - Financial Cards by Category: Number of Transactions 2020-2025

Table 97 - Consumer Payments by Category: Value 2020-2025

Table 98 - Consumer Payments by Category: Number of Transactions 2020-2025

Table 99 - M-Commerce by Category: Value 2020-2025

Table 100 - M-Commerce by Category: % Value Growth 2020-2025

Table 101 - Financial Cards: Number of Cards by Issuer 2020-2024

Table 102 - Financial Cards: Number of Cards by Operator 2020-2024

Table 103 - Financial Cards: Card Payment Transactions Value by Operator 2020-2024

Table 104 - Financial Cards: Card Payment Transactions Value by Issuer 2020-2024

Table 105 - Forecast Financial Cards by Category: Number of Cards in Circulation 2025-2030

Table 106 - Forecast Financial Cards by Category: Number of Accounts 2025-2030

Table 107 - Forecast Financial Cards Transactions by Category: Value 2025-2030

Table 108 - Forecast Financial Cards by Category: Number of Transactions 2025-2030

Table 109 - Forecast Consumer Payments by Category: Value 2025-2030

Table 110 - Forecast Consumer Payments by Category: Number of Transactions 2025-2030

Table 111 - Forecast M-Commerce by Category: Value 2025-2030

Table 112 - Forecast M-Commerce by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/pre-paid-cards-in-denmark/report.