

# Store Cards in Denmark

February 2025

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#### 2024 DEVELOPMENTS

Record growth for credit card usage in Denmark in 2024 Development patterns in credit cards differ significantly from those seen in debit cards Major banks lead in issuers, Mastercard in operators

# PROSPECTS AND OPPORTUNITIES

Credit cards expected to see further development in transactions and value Big banks and Mastercard will continue leading, while Visa and American Express likely to see decline Technological developments and intensified competition anticipated for forecast period

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Pre-paid card usage remains lower than mainstream payment cards Closed loop cards dominate but open-loop cards rise faster

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