



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

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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

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Major retail banks still the top issuers by value

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

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INDUSTRY PERFORMANCE

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Transactions remain buoyant as average spend continues to fall

WHAT'S NEXT

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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

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Open loop category retains solid growth prospects
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[Store Cards in Denmark - Category analysis](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Declining trend in circulation numbers persists
Current value transactions return to growth in 2025

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