



Euromonitor
International

Credit Cards in Norway

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American Express remains only player

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American Express remains the sole player

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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

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BankAxept receives boost from adopting NFC functionality

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Minimal growth in total constant transaction values

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Changes in the competitive landscape remain issuer-driven

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INDUSTRY PERFORMANCE

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Mobile payments rise thanks to Vipps' NFC functionality

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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

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