



Store Cards in Norway

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Charge cards remain a niche with limited penetration
- Difficult trading period for charge cards
- American Express remains the sole player

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Credit card usage is normalising post-pandemic

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PROSPECTS AND OPPORTUNITIES

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

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

KEY DATA FINDINGS

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- Clear preference for debit cards in Norway
- Debit card usage expands to smaller purchases and overseas transactions
- DNB ASA leads in debit cards by some distance

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

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- Closed loop pre-paid cards face heavy threat from Vipps

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

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

KEY DATA FINDINGS

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- Forecourt retailers are main providers of store cards
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