

# Pre-Paid Transactions in Denmark

<https://marketpublishers.com/r/PDEAF0FCA5DEN.html>

Date: January 2015

Pages: 27

Price: US\$ 990.00 (Single User License)

ID: PDEAF0FCA5DEN

## Abstracts

The popularity of open loop pre-paid cards continued to increase in 2014. All parameters for open loop pre-paid cards recorded positive performances in 2014: numbers of cards in circulation, the value of transactions and the number of transactions. This was a continuation of positive performances over the rest of the review period. Consumers find it beneficial to charge their pre-paid cards when shopping. Furthermore, this method of payment helps consumers to better control their expenditure.

Euromonitor International's Pre-Paid Transactions in Denmark report establishes the size and structure of the market for ATMs cards, smart cards, credit cards, debit cards, charge cards, pre-paid cards and store cards. It looks at key players in the market (issuers and operators), number of cards in circulation, numbers transactions and value of transactions. It offers strategic analysis of sector forecasts and trends to watch.

**Product coverage:** Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid Card Transactions.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Pre-Paid Transactions market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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