

Pre-Paid Transactions in Norway

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Abstracts

Open loop pre-paid cards accounted for a small fraction, or 3%, of overall value transactions of pre-paid cards in Norway in 2014. Cards not restricted to a particular merchant or narrow group of merchants remained comparatively limited in Norway. However, the increasing penetration of open loop cards, such as the SpendOn gift card, resulted in continuous stable growth over the review period. The SpendOn VISA Gavekort (gift card) can be charged with between NOK200 and NOK2,000 and can be used...

Euromonitor International's Pre-Paid Transactions in Norway 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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