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Denmark Prepaid Cards Business and Investment Opportunities (Databook Series) – Market Size and Forecast (2011-2020), Consumer Attitude & Behaviour, Retail Spend, Market Risk

https://marketpublishers.com/r/D534FFF6A37EN.html
Date: January 2016
Pages: 64
Price: US$ 1,500.00 (Single User License)
ID: D534FFF6A37EN

Abstracts

This is a data centric report, primarily consisting of charts and tables. This report from PayNXT360 provides trend analysis (market size and forecast) of prepaid (pay before) cards, offering a wealth of insights to help companies understand this growing but quickly changing market.

Market dynamics: Provides data and forecast which helps in understanding size and structure, industry dynamics, market trends, and consumer attitude and behaviour in the prepaid card industry.

Open loop and closed loop: Provides market estimates and forecasts to assess opportunities in open loop and closed loop prepaid market segments. Details four essential KPIs – number of cards in circulation, number of transactions, load value, and value of transactions.

Prepaid card categories: Details market opportunities across 11 market segments in prepaid cards for the period 2011-2020 and identifies potential risks, and consumer adoption.

Benchmarking and risk index: Benchmarks the prepaid card industry in the country with key global markets along with a risk assessment through PayNXT360's proprietary Prepaid Cards Industry Risk Index (PCIRI).

Consumer attitude and behaviour: Drawing from proprietary survey results, this

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report identifies and interprets key prepaid KPIs, including spend by age, gender, and income level. In addition, it provides an overview of how consumers are currently using prepaid cards across five key categories – travel, bill payment, retail spend, cash withdrawal, and P2P transfers. It also provides a breakdown by transaction size.

Retail spend: Breaks down retail spend across 11 categories to provide detailed insights on consumer behaviour and changing dynamics of prepaid card spend.

Gift cards: Drawing from proprietary survey results, this report provides in-depth analysis of opportunities in both open loop and closed loop prepaid gift card categories. Assesses consumer behaviour by type of consumer (retail and corporate), gifting occasion, card type (paper, plastic, digital), and market share by retail categories.

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Contents

1. ABOUT THIS REPORT

1.1 Summary
1.2 Scope
1.3 Methodology
1.4 Definitions
1.5 About PayNXT360
1.6 Related Research
1.7 Disclaimer

2. DENMARK PREPAID CARD INDUSTRY MARKET ATTRACTIVENESS

2.1 Prepaid Card Market Size and Future Growth Dynamics by Key Performance Indicators
  2.1.1 Denmark Prepaid Card – Gross Dollar Value Trend Analysis, 2011-2020
  2.1.2 Denmark Prepaid Card – Transaction Value Trend Analysis, 2011-2020
  2.1.3 Denmark Prepaid Card – Transaction Volume Trend Analysis, 2011-2020
  2.1.4 Denmark Prepaid Card – Number of Cards Trend Analysis, 2011-2020
2.2 Market Share Analysis by Functional Attributes – Open Loop vs. Closed Loop, 2011 – 2020
2.3 Prepaid Card Market Share Analysis by Consumer Segments
2.4 Benchmarking Denmark Open Loop with Key Global Markets
  2.4.1 Global Prepaid Card Industry Snapshot – Top 40 Markets and Hotspots
  2.4.2 Prepaid Cards Market Opportunity – Global Benchmarking in Value Terms, 2011-2020
  2.4.3 PayNXT360 Global Prepaid Card Risk Index
2.5 Prepaid Card Fraud Statistics

3. DENMARK OPEN LOOP PREPAID CARD FUTURE GROWTH DYNAMICS, 2011 – 2020

3.1 Trend Analysis by Key Performance Indicators
  3.1.1 Open Loop Prepaid Card – Gross Dollar Value Trend Analysis, 2011-2020
  3.1.2 Open Loop Prepaid Card – Transaction Value Trend Analysis, 2011-2020
  3.1.3 Open Loop Prepaid Card – Transaction Volume Trend Analysis, 2011-2020
  3.1.4 Open Loop Prepaid Card – Number of Cards Trend Analysis, 2011-2020
3.2 Market Share Analysis by Open Loop Prepaid Card Categories

4. DENMARK CLOSED LOOP PREPAID CARD FUTURE GROWTH DYNAMICS, 2011 – 2020

4.1 Closed Loop Prepaid Card – Gross Dollar Value Trend Analysis, 2011-2020
4.2 Closed Loop Prepaid Card – Transaction Value Trend Analysis, 2011-2020
4.3 Closed Loop Prepaid Card – Transaction Volume Trend Analysis, 2011-2020
4.4 Closed Loop Prepaid Card – Number of Cards Trend Analysis, 2011-2020

5. DENMARK PREPAID CARDS CONSUMER USAGE TRENDS

5.1 Prepaid Card Spend Analysis by Age Group
  5.1.1 Trend Analysis by Age Group in Value Terms
  5.1.2 Trend Analysis by Age Group in Volume Terms
5.2 Prepaid Card Transaction Value and Volume Analysis by Income Group
  5.2.1 Trend Analysis by Income Group in Value Terms
  5.2.2 Trend Analysis by Income Group in Volume Terms
5.3 Prepaid Card Transaction Value Analysis by Gender
5.4 Prepaid Cards Usage Analysis
5.5 Prepaid Cards Analysis by Transaction Size

6. DENMARK OPEN LOOP PREPAID CARDS RETAIL SPEND DYNAMICS

6.1 Spend Analysis by Retail Segment, Value
6.2 Spend Analysis by Retail Segment, Volume
6.3 Prepaid Penetration by Retail Categories

7. DENMARK GIFT CARDS MARKET SIZE AND FORECAST, 2011-2020

7.1 Gift Cards – Transaction Value Trend Analysis, 2011-2020
7.2 Market Size and Forecast by Functional Attribute
  7.2.1 Open Loop Gift Card – Transaction Value Trend Analysis, 2011-2020
  7.2.2 Closed Loop Gift Card – Transaction Value Trend Analysis, 2011-2020
7.3 Market Size and Forecast by Consumer Segments
  7.3.1 Trend Analysis by Retail Consumer Segment
  7.3.2 Trend Analysis by Corporate Consumer Segment
7.4 Market Share Analysis by Retail Categories
7.5 Market Share Analysis by Gifting Occasion
7.6 Market Share Analysis by Card Type

7.7 Market Share Analysis by Purchase Location

8. DENMARK CORPORATE PREPAID CARDS MARKET SIZE AND FORECAST, 2011-2020

8.1 Corporate Prepaid Card – Transaction Value Trend Analysis, 2011-2020
8.2 Analysis by Key Corporate Prepaid Card Categories
8.2.1 Prepaid Business Expense Card – Transaction Value Trend Analysis, 2011-2020
8.2.2 Payroll Card – Transaction Value Trend Analysis, 2011-2020
8.2.3 Corporate Incentive Prepaid Card – Transaction Value Trend Analysis, 2011-2020
8.2.4 Consumer Incentive Prepaid Card – Transaction Value Trend Analysis, 2011-2020

9. DENMARK GOVERNMENT / BENEFIT PREPAID CARDS MARKET SIZE AND FORECAST, 2011-2020

10. DENMARK GENERAL PURPOSE PREPAID CARDS MARKET SIZE AND FUTURE GROWTH DYNAMICS

11. DENMARK TRAVEL PREPAID CARDS TRANSACTION VALUE TREND ANALYSIS AND FORECAST, 2011-2020

12. DENMARK REMITTANCE PREPAID CARDS TRANSACTION VALUE TREND ANALYSIS AND FORECAST, 2011-2020

13. DENMARK TEEN AND CAMPUS PREPAID CARDS TRANSACTION VALUE TREND ANALYSIS AND FORECAST, 2011-2020

14. DENMARK HEALTHCARE AND INSURANCE PREPAID CARDS TRANSACTION VALUE TREND ANALYSIS AND FORECAST, 2011-2020

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List Of Figures

LIST OF FIGURES

Figure 1: PayNXT360's Methodology Framework
Figure 2: Denmark Prepaid Card – Gross Dollar Value Trend Analysis (US$ Million), 2011-2020
Figure 3: Denmark Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Figure 4: Denmark Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020
Figure 5: Denmark Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020
Figure 6: Denmark Prepaid Cards – Market Share Analysis (Value) by Open Loop vs. Closed Loop, 2011 – 2020
Figure 7: Denmark Prepaid Card Market Share Analysis by Consumer Segments (Value)
Figure 8: Global Prepaid Card Industry Snapshot – Top 40 Markets and Hotspots
Figure 9: Prepaid Cards Benchmarking Denmark Open Loop with Key Global Markets, 2011-2020
Figure 10: PayNXT360 Global Prepaid Card Risk Index, 2015
Figure 11: Denmark Prepaid Cards Fraud Statistics by Type of Fraud, 2011-2020
Figure 12: Denmark Open Loop Prepaid Card – Gross Dollar Value Trend Analysis (US$ Million), 2011-2020
Figure 13: Denmark Open Loop Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Figure 14: Denmark Open Loop Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020
Figure 15: Denmark Open Loop Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020
Figure 16: Denmark Open Loop Prepaid Card – Market Share Analysis by Open Loop Prepaid Card Categories
Figure 17: Denmark Closed Loop Prepaid Card – Gross Dollar Value Trend Analysis (US$ Million), 2011-2020
Figure 18: Denmark Closed Loop Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Figure 19: Denmark Closed Loop Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020
Figure 20: Denmark Closed Loop Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020

Figure 21: Denmark Prepaid Card – Trend Analysis by Age Group in Transaction Value Terms
Figure 22: Denmark Prepaid Card – Trend Analysis by Age Group in Volume Terms
Figure 23: Denmark Prepaid Card – Trend Analysis by Income Group in Value Terms
Figure 24: Denmark Prepaid Card – Trend Analysis by Income Group in Volume Terms
Figure 25: Denmark Prepaid Card – Trend Analysis by Gender in Value Terms
Figure 26: Denmark Prepaid Card – Usage Analysis
Figure 27: Denmark Prepaid Card – Analysis by Transaction Size
Figure 28: Denmark Prepaid Card – Spend Analysis by Retail Segment, Value
Figure 29: Denmark Prepaid Card – Spend Analysis by Retail Segment, Volume
Figure 30: Denmark Prepaid Card – Prepaid Penetration by Retail Categories
Figure 31: Denmark Prepaid Gift Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Figure 32: Denmark Open Loop Prepaid Gift Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Figure 33: Denmark Closed Loop Prepaid Gift Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Figure 34: Denmark Prepaid Gift Card – Market Size and Forecast by Retail Consumer Segment (Transaction Value in US$ Million), 2011-2020
Figure 35: Denmark Prepaid Gift Card – Market Size and Forecast by Corporate Consumer Segment (Transaction Value in US$ Million), 2011-2020
Figure 36: Denmark Prepaid Gift Card – Market Share Analysis by Retail Categories (by Value)
Figure 37: Denmark Prepaid Gift Card – Market Share Analysis by Gifting Occasion (by Value)
Figure 38: Denmark Prepaid Gift Card – Market Share Analysis by Card Type (by Value)
Figure 39: Denmark Prepaid Gift Card – Market Share Analysis by Purchase Location (by Value)
Figure 40: Denmark Corporate Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Figure 41: Denmark Business Expense Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Figure 42: Denmark Payroll Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Figure 43: Denmark Corporate Incentive Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Figure 44: Denmark Consumer Incentive Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020

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Figure 45: Denmark Government Benefit and Other Program Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Figure 46: Denmark General Purpose Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Figure 47: Denmark Open Loop Travel Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Figure 48: Denmark Remittance Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Figure 49: Denmark Teen and Campus Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Figure 50: Denmark Insurance Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020

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List Of Tables

LIST OF TABLES

Table 1: Denmark Prepaid Card – Gross Dollar Value Trend Analysis (US$ Million), 2011-2020
Table 2: Denmark Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Table 3: Denmark Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020
Table 4: Denmark Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020
Table 5: Denmark Prepaid Cards – Market Share Analysis (Value) by Open Loop vs. Closed Loop, 2011 – 2020
Table 6: Denmark Open Loop Prepaid Card – Gross Dollar Value Trend Analysis (US$ Million), 2011-2020
Table 7: Denmark Open Loop Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Table 8: Denmark Open Loop Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020
Table 9: Denmark Open Loop Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020
Table 10: Denmark Closed Loop Prepaid Card - Gross Dollar Value Trend Analysis (US$ Million), 2011-2020
Table 11: Denmark Closed Loop Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Table 12: Denmark Closed Loop Prepaid Card – Transaction Volume Trend Analysis (Million), 2011-2020
Table 13: Denmark Closed Loop Prepaid Card – Number of Cards Trend Analysis ('000), 2011-2020
Table 14: Denmark Gift Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Table 15: Denmark Open Loop Prepaid Gift Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Table 16: Denmark Closed Loop Prepaid Gift Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Table 17: Denmark Prepaid Gift Card – Market Size and Forecast by Retail Consumer Segment (US$ Million), 2011-2020
Table 18: Denmark Prepaid Gift Card – Market Size and Forecast by Corporate Consumer Segment (US$ Million), 2011-2020

Table 19: Denmark Corporate Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Table 20: Denmark Business Expense Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Table 21: Denmark Payroll Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Table 22: Denmark Corporate Incentive Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Table 23: Denmark Consumer Incentive Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Table 24: Denmark Government Benefit and Other Program Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Table 25: Denmark General Purpose Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Table 26: Denmark Open Loop Travel Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Table 27: Denmark Remittance Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Table 28: Denmark Teen and Campus Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020
Table 29: Denmark Insurance Prepaid Card – Transaction Value Trend Analysis (US$ Million), 2011-2020

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