



Euromonitor
International

Financial Cards and Payments in Norway

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EXECUTIVE SUMMARY

Mobile payments rise thanks to Vipps' NFC functionality

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INDUSTRY PERFORMANCE

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

WHAT'S NEXT?

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WHAT'S NEXT?

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

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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

Increasing use of mobile and online payments

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2025 DEVELOPMENTS

BankAxept receives boost from adopting NFC functionality

INDUSTRY PERFORMANCE

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Minimal growth in total constant transaction values

WHAT'S NEXT?

Steady growth over forecast period
Mobile wallets register significant growth following integration of BankAxept into mobile payments
Changes in the competitive landscape remain issuer-driven

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2025 DEVELOPMENTS

Closed loop pre-paid cards in decline

INDUSTRY PERFORMANCE

Pre-paid cards suffer from shift to mobile payments

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WHAT'S NEXT?

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INDUSTRY PERFORMANCE

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