



Euromonitor
International

Pre-Paid Cards in Norway

February 2026

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2025 DEVELOPMENTS

American Express remains only player

INDUSTRY PERFORMANCE

Further decline in number of cards
Slight increase in constant value of transactions

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KEY DATA FINDINGS

2025 DEVELOPMENTS

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

COMPETITIVE LANDSCAPE

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KEY DATA FINDINGS

2025 DEVELOPMENTS

BankAxept receives boost from adopting NFC functionality

INDUSTRY PERFORMANCE

Minimal growth in debit cards, due to maturity

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

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Closed pre-paid cards dominate but frequency of use is declining

WHAT'S NEXT?

Further decline for closed loop pre-paid cards

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2025 DEVELOPMENTS

Continual decline of store cards

INDUSTRY PERFORMANCE

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Store cards still have a role

PROSPECTS AND OPPORTUNITIES

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Financial Cards and Payments in Norway - Industry Overview

EXECUTIVE SUMMARY

Mobile payments rise thanks to Vipps' NFC functionality

KEY DATA FINDINGS

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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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