

Pre-Paid Cards in Sweden

November 2023

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Charge Cards in Sweden - Company Profile

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2023 DEVELOPMENTS

Charge cards remain niche in 2023

Personal charge cards perceived to have no distinct benefits

Charge cards remain a key payment tool for businesses

PROSPECTS AND OPPORTUNITIES

Only commercial charge cards available

Special benefits continue to attract corporate clients to charge cards

Corporate use boosts foreign spend, but for personal clients credit cards are their charge cards

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Credit Cards in Sweden - Category analysis

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Credit cards remain the second most popular payment card type
Big four banks and Mastercard dominate the competitive landscape in 2023

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Stable position for credit cards, although there is potential for growth amongst younger consumers
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Mobile app Swish continues to challenge debit and other cards

Big four banks dominate debit cards

PROSPECTS AND OPPORTUNITIES

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Development in transport cards has an impact on all pre-paid cards in Sweden

Open loop pre-paid cards issued for special demographics connected to political developments

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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Withdrawal of many cards due to a lack of consumer interest

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