

Pre-Paid Cards in Sweden

November 2023

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

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Credit cards will continue to face competition from other payment methods
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KEY DATA FINDINGS

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Debit cards remain the most popular payment cards in Sweden in 2023

Mobile app Swish continues to challenge debit and other cards

Big four banks dominate debit cards

PROSPECTS AND OPPORTUNITIES

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No major changes expected in the banking landscape

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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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Resurs Bank offers the largest portfolio of store cards
Withdrawal of many cards due to a lack of consumer interest

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