



# Financial Cards and Payments in Sweden

November 2023

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### DISCLAIMER

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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

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Only commercial charge cards available

Special benefits continue to attract corporate clients to charge cards

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## Credit Cards in Sweden - Category analysis

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Transaction value growth supported by savings and inflation

Credit cards remain the second most popular payment card type

Big four banks and Mastercard dominate the competitive landscape in 2023

### PROSPECTS AND OPPORTUNITIES

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## [Debit Cards in Sweden - Category analysis](#)

### 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

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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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## Store Cards in Sweden - Category analysis

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Already marginalised store cards losing further ground in 2023

Resurs Bank offers the largest portfolio of store cards

Withdrawal of many cards due to a lack of consumer interest

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## About Euromonitor International

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