



Pre-Paid Cards in Sweden

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Charge card niche becomes further marginalised
- Charge cards have few advantages over other cards
- American Express leads in charge cards

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- Commercial clients attracted by benefits
- Higher average spend and foreign transactions in charge cards

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Large Nordic banks lead in credit cards

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Little change in the competitive landscape

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

[Debit Cards in Sweden - Company Profile](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Debit cards remain a firm favourite among Swedes
- High propensity to spend on debit cards
- Major Nordic banks dominate in debit cards

PROSPECTS AND OPPORTUNITIES

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- No major changes expected in the banking landscape

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Pre-paid cards post robust value growth
- Dynamic growth witnessed by open loop pre-paid cards
- Closed loop pre-paid cards lose traction

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- Open loop is main driver of overall category growth
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[Store Cards in Sweden - Category analysis](#)

[Store Cards in Sweden - Company Profile](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Negative performance in store cards continues in 2024
- Low usage with many owners simply not using their accounts
- Consolidation in the competitive landscape amid withdrawals

PROSPECTS AND OPPORTUNITIES

- Store cards to lose further traction
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[Financial Cards and Payments in Sweden - Industry Overview](#)

EXECUTIVE SUMMARY

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