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International

# Financial Cards and Payments in Sweden

November 2023

Table of Contents

### EXECUTIVE SUMMARY

Financial cards and payments in 2023: The big picture  
Rapid growth of contactless payments  
Smartphones and wearables increasingly popular for payments  
Competitive landscape remains relatively consolidated in 2023  
What next for financial cards and payments?

### MARKET INDICATORS

Table 1 - Number of POS Terminals: Units 2018-2023  
Table 2 - Number of ATMs: Units 2018-2023  
Table 3 - Value Lost to Fraud 2018-2023  
Table 4 - Card Expenditure by Location 2023  
Table 5 - Financial Cards in Circulation by Type: % Number of Cards 2018-2023  
Table 6 - Domestic versus Foreign Spend 2023

### MARKET DATA

Table 7 - Financial Cards by Category: Number of Cards in Circulation 2018-2023  
Table 8 - Financial Cards by Category: Number of Accounts 2018-2023  
Table 9 - Financial Cards Transactions by Category: Value 2018-2023  
Table 10 - Financial Cards by Category: Number of Transactions 2018-2023  
Table 11 - Consumer Payments by Category: Value 2018-2023  
Table 12 - Consumer Payments by Category: Number of Transactions 2018-2023  
Table 13 - M-Commerce by Category: Value 2018-2023  
Table 14 - M-Commerce by Category: % Value Growth 2018-2023  
Table 15 - Financial Cards: Number of Cards by Issuer 2018-2022  
Table 16 - Financial Cards: Number of Cards by Operator 2018-2022  
Table 17 - Financial Cards: Card Payment Transactions Value by Operator 2018-2022  
Table 18 - Financial Cards: Card Payment Transactions Value by Issuer 2018-2022  
Table 19 - Forecast Financial Cards by Category: Number of Cards in Circulation 2023-2028  
Table 20 - Forecast Financial Cards by Category: Number of Accounts 2023-2028  
Table 21 - Forecast Financial Cards Transactions by Category: Value 2023-2028  
Table 22 - Forecast Financial Cards by Category: Number of Transactions 2023-2028  
Table 23 - Forecast Consumer Payments by Category: Value 2023-2028  
Table 24 - Forecast Consumer Payments by Category: Number of Transactions 2023-2028  
Table 25 - Forecast M-Commerce by Category: Value 2023-2028  
Table 26 - Forecast M-Commerce by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

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

### KEY DATA FINDINGS

#### 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

## CATEGORY DATA

Table 27 - Charge Cards: Number of Cards in Circulation 2018-2023

Table 28 - Charge Cards Transactions 2018-2023

Table 29 - Charge Cards in Circulation: % Growth 2018-2023

Table 30 - Charge Cards Transactions: % Growth 2018-2023

Table 31 - Commercial Charge Cards: Number of Cards in Circulation 2018-2023

Table 32 - Commercial Charge Cards Transactions 2018-2023

Table 33 - Commercial Charge Cards in Circulation: % Growth 2018-2023

Table 34 - Commercial Charge Cards Transactions: % Growth 2018-2023

Table 35 - Personal Charge Cards: Number of Cards in Circulation 2018-2023

Table 36 - Personal Charge Cards Transactions 2018-2023

Table 37 - Personal Charge Cards in Circulation: % Growth 2018-2023

Table 38 - Personal Charge Cards Transactions: % Growth 2018-2023

Table 39 - Charge Cards: Number of Cards by Issuer 2018-2022

Table 40 - Charge Cards: Number of Cards by Operator 2018-2022

Table 41 - Charge Cards Payment Transaction Value by Issuer 2018-2022

Table 42 - Charge Cards Payment Transaction Value by Operator 2018-2022

Table 43 - Commercial Charge Cards: Number of Cards by Issuer 2018-2022

Table 44 - Commercial Charge Cards: Number of Cards by Operator 2018-2022

Table 45 - Commercial Charge Cards Payment Transaction Value by Issuer 2018-2022

Table 46 - Commercial Charge Cards Payment Transaction Value by Operator 2018-2022

Table 47 - Personal Charge Cards: Number of Cards by Issuer 2018-2022

Table 48 - Personal Charge Cards: Number of Cards by Operator 2018-2022

Table 49 - Personal Charge Cards Transaction Value by Issuer 2018-2022

Table 50 - Personal Charge Cards Transaction Value by Operator 2018-2022

Table 51 - Forecast Charge Cards: Number of Cards in Circulation 2023-2028

Table 52 - Forecast Charge Cards Transactions 2023-2028

Table 53 - Forecast Charge Cards in Circulation: % Growth 2023-2028

Table 54 - Forecast Charge Cards Transactions: % Growth 2023-2028

Table 55 - Forecast Commercial Charge Cards: Number of Cards in Circulation 2023-2028

Table 56 - Forecast Commercial Charge Cards Transactions 2023-2028

Table 57 - Forecast Commercial Charge Cards in Circulation: % Growth 2023-2028

Table 58 - Forecast Commercial Charge Cards Transactions: % Growth 2023-2028

Table 59 - Forecast Personal Charge Cards: Number of Cards in Circulation 2023-2028

Table 60 - Forecast Personal Charge Cards Transactions 2023-2028

Table 61 - Forecast Personal Charge Cards in Circulation: % Growth 2023-2028

Table 62 - Forecast Personal Charge Cards Transactions: % Growth 2023-2028

## Credit Cards in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

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

Stable position for credit cards, although there is potential for growth amongst younger consumers

Credit cards will continue to face competition from other payment methods

Credit cards attract with special benefits

## CATEGORY DATA

Table 63 - Credit Cards: Number of Cards in Circulation 2018-2023

Table 64 - Credit Cards Transactions 2018-2023

Table 65 - Credit Cards in Circulation: % Growth 2018-2023

Table 66 - Credit Cards Transactions: % Growth 2018-2023

Table 67 - Commercial Credit Cards: Number of Cards in Circulation 2018-2023

Table 68 - Commercial Credit Cards Transactions 2018-2023

Table 69 - Commercial Credit Cards in Circulation: % Growth 2018-2023

Table 70 - Commercial Credit Cards Transactions: % Growth 2018-2023

Table 71 - Personal Credit Cards: Number of Cards in Circulation 2018-2023

Table 72 - Personal Credit Cards Transactions 2018-2023

Table 73 - Personal Credit Cards in Circulation: % Growth 2018-2023

Table 74 - Personal Credit Cards Transactions: % Growth 2018-2023

Table 75 - Credit Cards: Number of Cards by Issuer 2018-2022

Table 76 - Credit Cards: Number of Cards by Operator 2018-2022

Table 77 - Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 78 - Credit Cards Payment Transaction Value by Operator 2018-2022

Table 79 - Commercial Credit Cards: Number of Cards by Issuer 2018-2022

Table 80 - Commercial Credit Cards: Number of Cards by Operator 2018-2022

Table 81 - Commercial Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 82 - Commercial Credit Cards Payment Transaction Value by Operator 2018-2022

Table 83 - Personal Credit Cards: Number of Cards by Issuer 2018-2022

Table 84 - Personal Credit Cards: Number of Cards by Operator 2018-2022

Table 85 - Personal Credit Cards Payment Transaction Value by Issuer 2018-2022

Table 86 - Personal Credit Cards Payment Transaction Value by Operator 2018-2022

Table 87 - Forecast Credit Cards: Number of Cards in Circulation 2023-2028

Table 88 - Forecast Credit Cards Transactions 2023-2028

Table 89 - Forecast Credit Cards in Circulation: % Growth 2023-2028

Table 90 - Forecast Credit Cards Transactions: % Growth 2023-2028

Table 91 - Forecast Commercial Credit Cards: Number of Cards in Circulation 2023-2028

Table 92 - Forecast Commercial Credit Cards Transactions 2023-2028

Table 93 - Forecast Commercial Credit Cards in Circulation: % Growth 2023-2028

Table 94 - Forecast Commercial Credit Cards Transactions: % Growth 2023-2028

Table 95 - Forecast Personal Credit Cards: Number of Cards in Circulation 2023-2028

Table 96 - Forecast Personal Credit Cards Transactions 2023-2028

Table 97 - Forecast Personal Credit Cards in Circulation: % Growth 2023-2028

Table 98 - Forecast Personal Credit Cards Transactions: % Growth 2023-2028

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

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

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

Debit cards to record further growth, despite rising competition from Swish

No major changes expected in the banking landscape

## CATEGORY DATA

- Table 99 - Debit Cards: Number of Cards in Circulation 2018-2023
- Table 100 - Debit Cards Transactions 2018-2023
- Table 101 - Debit Cards in Circulation: % Growth 2018-2023
- Table 102 - Debit Cards Transactions: % Growth 2018-2023
- Table 103 - Debit Cards: Number of Cards by Issuer 2018-2022
- Table 104 - Debit Cards: Number of Cards by Operator 2018-2022
- Table 105 - Debit Cards Payment Transaction Value by Issuer 2018-2022
- Table 106 - Debit Cards Payment Transaction Value by Operator 2018-2022
- Table 107 - Forecast Debit Cards: Number of Cards in Circulation 2023-2028
- Table 108 - Forecast Debit Cards Transactions 2023-2028
- Table 109 - Forecast Debit Cards in Circulation: % Growth 2023-2028
- Table 110 - Forecast Debit Cards Transactions: % Growth 2023-2028

## [Pre-Paid Cards in Sweden - Category analysis](#)

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- Popularity of debit cards continues to preclude the need for pre-paid cards in 2023
- 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

- Pre-paid cards set to remain marginal
- Employee benefit cards, which enjoy a long-standing tradition in Sweden, expected to remain popular
- Merchant issued gift cards will continue to be a key pre-paid card type

## CATEGORY DATA

- Table 111 - Pre-paid Cards: Number of Cards in Circulation 2018-2023
- Table 112 - Pre-paid Cards Transactions 2018-2023
- Table 113 - Pre-paid Cards in Circulation: % Growth 2018-2023
- Table 114 - Pre-paid Cards Transactions: % Growth 2018-2023
- Table 115 - Closed Loop Pre-paid Cards Transactions 2018-2023
- Table 116 - Closed Loop Pre-paid Cards Transactions: % Growth 2018-2023
- Table 117 - Open Loop Pre-paid Cards Transactions 2018-2023
- Table 118 - Open Loop Pre-paid Cards Transactions: % Growth 2018-2023
- Table 119 - Pre-paid Cards: Number of Cards by Issuer 2018-2022
- Table 120 - Pre-paid Cards: Number of Cards by Operator 2018-2022
- Table 121 - Pre-paid Cards Transaction Value by Issuer 2018-2022
- Table 122 - Pre-paid Cards Transaction Value by Operator 2018-2022
- Table 123 - Closed Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022
- Table 124 - Closed Loop Pre-paid Cards: Number of Cards by Operator 2018-2022
- Table 125 - Closed Loop Pre-paid Cards Transaction Value by Issuer 2018-2022
- Table 126 - Closed Loop Pre-paid Cards Transaction Value by Operator 2018-2022
- Table 127 - Open Loop Pre-paid Cards: Number of Cards by Issuer 2018-2022
- Table 128 - Open Loop Pre-paid Cards: Number of Cards by Operator 2018-2022
- Table 129 - Open Loop Pre-paid Cards Transaction Value by Issuer 2018-2022
- Table 130 - Open Loop Pre-paid Cards Transaction Value by Operator 2018-2022
- Table 131 - Forecast Pre-paid Cards: Number of Cards in Circulation 2023-2028
- Table 132 - Forecast Pre-paid Cards Transactions 2023-2028
- Table 133 - Forecast Pre-paid Cards in Circulation: % Growth 2023-2028

Table 134 - Forecast Pre-paid Cards Transactions: % Growth 2023-2028

Table 135 - Forecast Closed Loop Pre-paid Cards Transactions 2023-2028

Table 136 - Forecast Closed Loop Pre-paid Cards Transactions: % Growth 2023-2028

Table 137 - Forecast Open Loop Pre-paid Cards Transactions 2023-2028

Table 138 - Forecast Open Loop Pre-paid Cards Transactions: % Growth 2023-2028

## Store Cards in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

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

#### PROSPECTS AND OPPORTUNITIES

Further decline as charge cards suffer from their limitations

Store cards increasingly replaced by other payment solutions

Payments moving to smartphones will further impact store cards

#### CATEGORY DATA

Table 139 - Store Cards: Number of Cards in Circulation 2018-2023

Table 140 - Store Cards Transactions 2018-2023

Table 141 - Store Cards in Circulation: % Growth 2018-2023

Table 142 - Store Cards Transactions: % Growth 2018-2023

Table 143 - Store Cards: Number of Cards by Issuer 2018-2022

Table 144 - Store Cards: Payment Transaction Value by Issuer 2018-2022

Table 145 - Forecast Store Cards: Number of Cards in Circulation 2023-2028

Table 146 - Forecast Store Cards Transactions 2023-2028

Table 147 - Forecast Store Cards in Circulation: % Growth 2023-2028

Table 148 - Forecast Store Cards Transactions: % Growth 2023-2028

## About Euromonitor International

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