



# Debit 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

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Big four banks and Mastercard dominate the competitive landscape in 2023

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#### 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

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

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Withdrawal of many cards due to a lack of consumer interest

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