



# Store 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

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Mobile app Swish continues to challenge debit and other cards

Big four banks dominate debit cards

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

#### PROSPECTS AND OPPORTUNITIES

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Withdrawal of many cards due to a lack of consumer interest

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