

# Store Cards in Sweden

November 2023

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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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Big four banks and Mastercard dominate the competitive landscape in 2023

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### 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

Big four banks dominate debit cards

#### PROSPECTS AND OPPORTUNITIES

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#### PROSPECTS AND OPPORTUNITIES

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Resurs Bank offers the largest portfolio of store cards

Withdrawal of many cards due to a lack of consumer interest

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