

Debit Cards in Sweden

December 2022

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Charge Cards in Sweden - Company Profile

KEY DATA FINDINGS

2022 DEVELOPMENTS

Charge cards become increasingly marginalised

Personal charge cards lack a USP

Commercial charge cards remain a key payment tool for businesses

PROSPECTS AND OPPORTUNITIES

Little chance of recovery for personal charge cards

Commercial charge cards could suffer from decline in number of business trips

Leading commercial charge card operators will focus on value-added benefits

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Credit cards fail to capitalise on e-commerce trend, due to increasing competition from BNPL

Big four witness increasing competition, as consumers shift away from bricks-and-mortar banks

PROSPECTS AND OPPORTUNITIES

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Petrol store cards face competition from co-branded credit cards
Rising grocery sales failed to benefit grocery store cards

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[Financial Cards and Payments in Sweden - Industry Overview](#)

EXECUTIVE SUMMARY

Financial cards and payments in 2022: The big picture
2022 key trends - cash is less attractive to consumers

Debit cards preferred over credit cards, in view of growing concerns over debt
Rise in digital cards and e-wallets linked to travel
Decline in “bricks and mortar” banking in light of digital trends
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