

Charge Cards in Sweden

Market Direction | 2022-12-01 | 28 pages | Euromonitor

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Report description:

Charge cards are increasingly viewed a niche product in Sweden, having accounted just 1% of all transactions in 2022. In a development which started before the COVID-19 crisis, fewer and fewer people are attracted to personal charge cards, with a constant decline seen in the number of cards in circulation. Diners Club left Sweden in 2017, while its only main competitor, American Express, switched from charge cards to credit cards during the review period.

Euromonitor International's Charge Card Transactions in Sweden report establishes the size and structure of the market for ATMs cards, smart cards, credit cards, debit cards, charge cards, pre-paid cards and store cards. It looks at key players in the market (issuers and operators), number of cards in circulation, numbers transactions and value of transactions. It offers strategic analysis of sector forecasts and trends to watch.

Product coverage: Commercial Charge Card Transactions, Personal Charge Card Transactions.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Charge Card Transactions market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Table of Contents:

Charge Cards in Sweden
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List Of Contents And Tables

CHARGE CARDS IN SWEDEN

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

CATEGORY DATA

Table 1 Charge Cards: Number of Cards in Circulation 2017-2022

Table 2 Charge Cards Transactions 2017-2022

Table 3 Charge Cards in Circulation: % Growth 2017-2022

Table 4 Charge Cards Transactions: % Growth 2017-2022

Table 5 Commercial Charge Cards: Number of Cards in Circulation 2017-2022

Table 6 Commercial Charge Cards Transactions 2017-2022

Table 7 Commercial Charge Cards in Circulation: % Growth 2017-2022

Table 8 Commercial Charge Cards Transactions: % Growth 2017-2022

Table 9 Personal Charge Cards: Number of Cards in Circulation 2017-2022

Table 10 □Personal Charge Cards Transactions 2017-2022

Table 11 □Personal Charge Cards in Circulation: % Growth 2017-2022

Table 12 □Personal Charge Cards Transactions: % Growth 2017-2022

Table 13 □Charge Cards: Number of Cards by Issuer 2017-2021

Table 14 □Charge Cards: Number of Cards by Operator 2017-2021

Table 15 □Charge Cards Payment Transaction Value by Issuer 2017-2021

Table 16 □Charge Cards Payment Transaction Value by Operator 2017-2021

Table 17 □Commercial Charge Cards: Number of Cards by Issuer 2017-2021

Table 18 □Commercial Charge Cards: Number of Cards by Operator 2017-2021

Table 19 □Commercial Charge Cards Payment Transaction Value by Issuer 2017-2021

Table 20 □Commercial Charge Cards Payment Transaction Value by Operator 2017-2021

Table 21 □Personal Charge Cards: Number of Cards by Issuer 2017-2021

Table 22 □Personal Charge Cards: Number of Cards by Operator 2017-2021

Table 23 □Personal Charge Cards Transaction Value by Issuer 2017-2021

Table 24 □Personal Charge Cards Transaction Value by Operator 2017-2021

Table 25 □Forecast Charge Cards: Number of Cards in Circulation 2022-2027

Table 26 □Forecast Charge Cards Transactions 2022-2027

Table 27 □Forecast Charge Cards in Circulation: % Growth 2022-2027

Table 28 □Forecast Charge Cards Transactions: % Growth 2022-2027

Table 29 □Forecast Commercial Charge Cards: Number of Cards in Circulation 2022-2027

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Table 30	Forecast Commercial Charge Cards Transactions 2022-2027
Table 31	Forecast Commercial Charge Cards in Circulation: % Growth 2022-2027
Table 32	Forecast Commercial Charge Cards Transactions: % Growth 2022-2027
Table 33	Forecast Personal Charge Cards: Number of Cards in Circulation 2022-2027
Table 34	Forecast Personal Charge Cards Transactions 2022-2027
Table 35	Forecast Personal Charge Cards in Circulation: % Growth 2022-2027
Table 36	Forecast Personal Charge Cards Transactions: % Growth 2022-2027
FINANCIAL CARDS AND PAYMENTS IN SWEDEN	
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	
What next for financial cards and payments?	
MARKET INDICATORS	
Table 37	Number of POS Terminals: Units 2017-2022
Table 38	Number of ATMs: Units 2017-2022
Table 39	Value Lost to Fraud 2017-2022
Table 40	Card Expenditure by Location 2022
Table 41	Financial Cards in Circulation by Type: % Number of Cards 2017-2022
Table 42	Domestic versus Foreign Spend 2022
MARKET DATA	
Table 43	Financial Cards by Category: Number of Cards in Circulation 2017-2022
Table 44	Financial Cards by Category: Number of Accounts 2017-2022
Table 45	Financial Cards Transactions by Category: Value 2017-2022
Table 46	Financial Cards by Category: Number of Transactions 2017-2022
Table 47	Consumer Payments by Category: Value 2017-2022
Table 48	Consumer Payments by Category: Number of Transactions 2017-2022
Table 49	M-Commerce by Category: Value 2017-2022
Table 50	M-Commerce by Category: % Value Growth 2017-2022
Table 51	Financial Cards: Number of Cards by Issuer 2017-2021
Table 52	Financial Cards: Number of Cards by Operator 2017-2021
Table 53	Financial Cards: Card Payment Transactions Value by Operator 2017-2021
Table 54	Financial Cards: Card Payment Transactions Value by Issuer 2017-2021
Table 55	Forecast Financial Cards by Category: Number of Cards in Circulation 2022-2027
Table 56	Forecast Financial Cards by Category: Number of Accounts 2022-2027
Table 57	Forecast Financial Cards Transactions by Category: Value 2022-2027
Table 58	Forecast Financial Cards by Category: Number of Transactions 2022-2027
Table 59	Forecast Consumer Payments by Category: Value 2022-2027
Table 60	Forecast Consumer Payments by Category: Number of Transactions 2022-2027
Table 61	Forecast M-Commerce by Category: Value 2022-2027
Table 62	Forecast M-Commerce by Category: % Value Growth 2022-2027
DISCLAIMER	
SOURCES	
Summary 1 Research Sources	

Charge Cards in Sweden

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