

Credit Cards in Sweden

Market Direction | 2022-12-01 | 29 pages | Euromonitor

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Report description:

After debit cards, credit cards represent the most popular financial card in Sweden, although unlike the latter, the number of cards in circulation fell over the review period. While this was partly attributable to the impact of the COVID-19 pandemic, the number of cards was falling already even before the crisis, due to increasing competition from other credit lines. However, both the number and value of transactions increased 2022, alongside a notable rise in the average spend per transaction.

Euromonitor International's Credit 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 Credit Card Transactions, Personal Credit 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 Credit 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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CREDIT CARDS IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Fewer cards, but increased usage in 2022

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

Tough economic conditions and government legislation to curb debt to impact usage of credit cards

Innovation focuses on design, loyalty and green credentials

Continued e-commerce boom to benefit PNPL options, at the expense of credit cards

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