

Pre-Paid Cards in Sweden

Market Direction | 2022-12-01 | 30 pages | Euromonitor

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Report description:

Whilst consumers moved away from cash during the COVID-19 crisis, pre-paid cards did not benefit from this trend. The use of cash in Sweden is already exceptionally low by global standards, whilst at the same time, debit cards are overwhelmingly popular for everyday payments in Sweden. There was therefore no need for most consumers to resort to open loop pre-paid cards in 2022, with the share of transaction value remaining steady at around 1%.

Euromonitor International's Pre-Paid 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: Closed Loop Pre-Paid Card Transactions, Open Loop Pre-Paid 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 Pre-Paid 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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Popularity of debit cards precludes need for pre-paid cards

Transport and gift cards fail to recover from effects of pandemic

Pre-paid cards for asylum seekers remain an important financial tool

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Falling demand for pre-paid transport cards due to growing acceptance of other payment methods

Mixed fortunes for employee benefit cards

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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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