

Credit Cards in Sweden

Market Direction | 2023-11-21 | 28 pages | Euromonitor

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Report description:

After the pandemic, there has been much pent-up demand for activities which were restricted, including going out and travelling abroad. Also, many Swedes managed to make significant savings during COVID-19 and have been able to spend more post-pandemic. This has created a good context for the use of credit cards in 2022 and 2023. Transaction values have also been boosted by inflation in both years.

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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Transaction value growth supported by savings and inflation

Credit cards remain the second most popular payment card type

Big four banks and Mastercard dominate the competitive landscape in 2023

PROSPECTS AND OPPORTUNITIES

Stable position for credit cards, although there is potential for growth amongst younger consumers

Credit cards will continue to face competition from other payment methods

Credit cards attract with special benefits

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