

Debit Cards in Sweden

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

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Report description:

Debit cards remain the most popular type of financial card in Sweden in 2023 in terms of the number of cards in circulation, and current value and volume transactions. The popularity of debit cards is attributable to the high share of digital payments, the declining importance and use of cash and their ease of accessibility (even minors use them) versus credit cards. Indeed, there is almost universal merchant acceptance of both Mastercard and Visa debit cards in Sweden. The difficulty accessing...

Euromonitor International's Debit 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 Debit Card Transactions, Personal Debit 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 Debit 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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DEBIT CARDS IN SWEDEN

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Mobile app Swish continues to challenge debit and other cards

Big four banks dominate debit cards

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No major changes expected in the banking landscape

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