

Pre-Paid Cards in Sweden

Market Direction | 2023-11-21 | 26 pages | Euromonitor

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Report description:

Pre-paid cards remain relatively strong in terms of the number of cards, but hold a very marginal share of all card payment transactions in 2023. Bank account penetration is almost universal in Sweden, with the result that pre-paid cards are typically used for less usual payment occasions, rather than for daily purchases. Debit cards are overwhelmingly popular for everyday payments in Sweden.

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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PRE-PAID CARDS IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Popularity of debit cards continues to preclude the need for pre-paid cards in 2023

Development in transport cards has an impact on all pre-paid cards in Sweden

Open loop pre-paid cards issued for special demographics connected to political developments

PROSPECTS AND OPPORTUNITIES

Pre-paid cards set to remain marginal

Employee benefit cards, which enjoy a long-standing tradition in Sweden, expected to remain popular

Merchant issued gift cards will continue to be a key pre-paid card type

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EXECUTIVE SUMMARY

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Smartphones and wearables increasingly popular for payments

Competitive landscape remains relatively consolidated in 2023

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