



**Euromonitor
International**

Pre-Paid Cards in Sweden

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Struggling to compete with other commercial payment cards

INDUSTRY PERFORMANCE

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Charge cards underperform

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INDUSTRY PERFORMANCE

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Usage rising while numbers fall

WHAT'S NEXT?

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2025 DEVELOPMENTS

Growth despite large banked population and limited use of cash

INDUSTRY PERFORMANCE

Debit cards prominent amid low level of cash usage

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Store Cards in Sweden - Category analysis

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Sweden a candidate to become world's first cashless society

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Ongoing shift towards debit cards

Scepticism about move toward cashless society

Growing use of cards stored in apps

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