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CONSUMERS & BRANDS

Mobile payment: Swish users in Sweden

Consumer Insights report

Consumer Insights
by **statista** 

August 2024



Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of Swish users in Sweden: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Swish users in Sweden ("brand users") against Swedish mobile payment users in general ("category users"), and the overall Swedish consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including Sweden)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

CHAPTER 01

Management summary

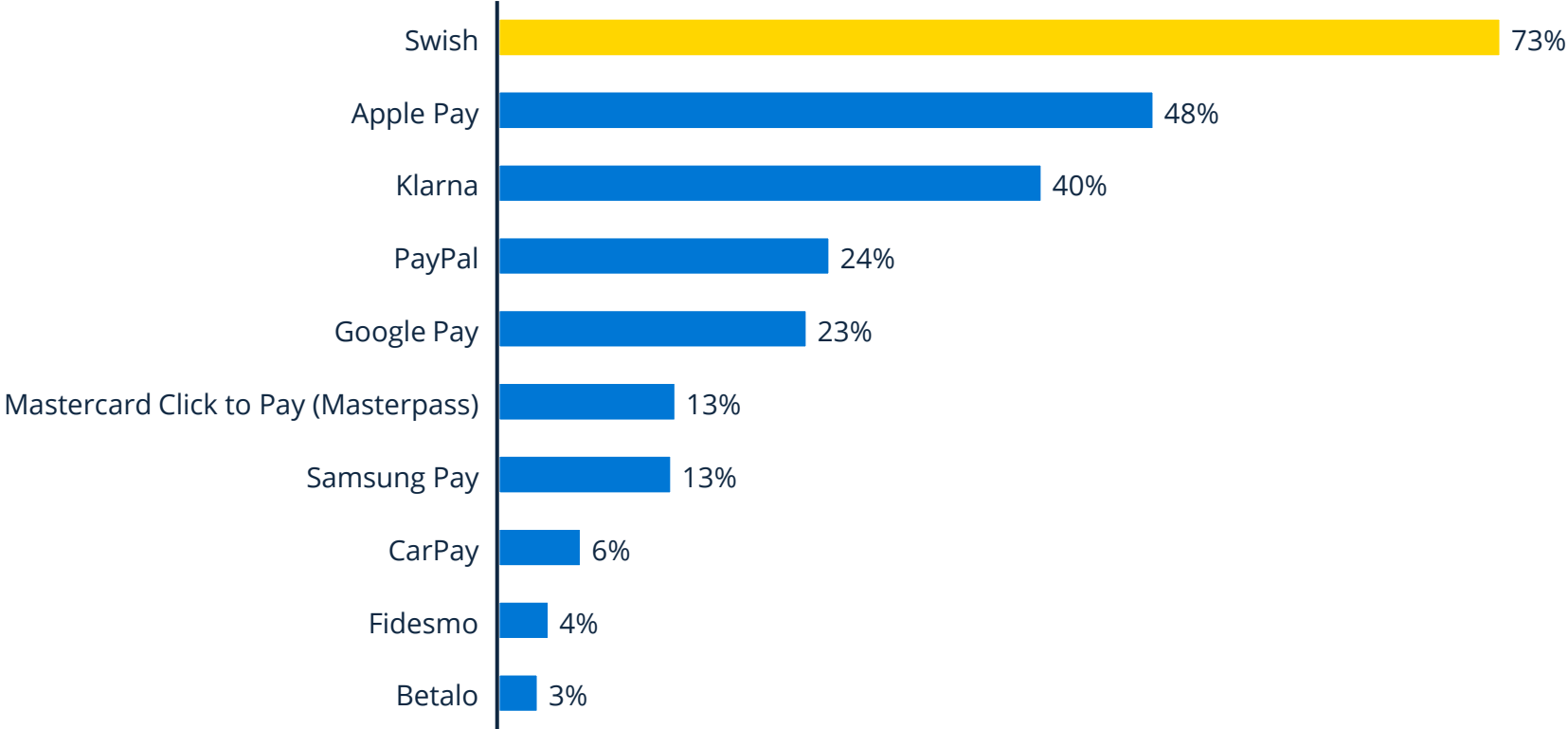
- Brand usage
- Key insights



With a user share of 73%, Swish is by far the most used mobile payment service in Sweden

Management summary: brand usage and competition

Top 10 most used mobile payment services in Sweden



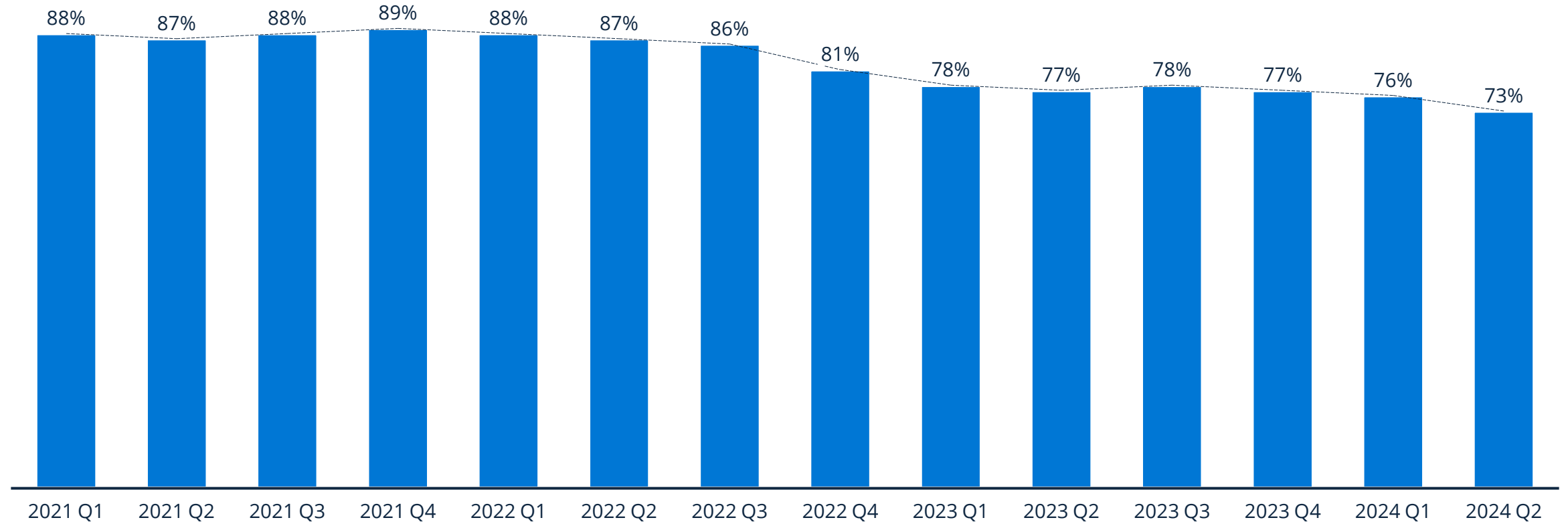
4 Notes: "Which of these services have you used in the past 12 months to pay in stores, restaurants or other points of sale with your mobile device (e.g., smartphone)?" Multi Pick; Base: n=639 mobile payment users

Sources: [Consumer Insights Global](#) as of August 2024

The market share of Swish has declined compared to 2021 Q1

Management summary: brand usage timeline

Timeline of mobile payment users using Swish



Swish users in Sweden

Management summary: key insights

Demographic profile

The age distribution of Swish users and mobile payment users overall is fairly similar.

There is a fairly even split of male and female Swish users.

Swish users have a similar income distribution as mobile payment users in general.

Mobile payment users in general and Swish users specifically, live in a similar type of community.

Consumer lifestyle

Similar aspects of life are important to Swish users and other mobile payment users.

Swish users are more likely to be interested in fashion and beauty than the average consumer.

Swish users are more likely to have socializing as a hobby than the average consumer.

Consumer attitudes

44% of Swish users state that they could imagine doing their finances exclusively via smartphone.

17% of Swish users are early adopters, when it comes to innovation.

A relatively high share of Swish users think that rising prices, inflation & cost of living are issues that need to be addressed.

Marketing touchpoints

YouTube is more popular among Swish users than the average mobile payment user.

Swish users remember seeing ads on social media more often than other mobile payment users.

CHAPTER 02

Demographic profile

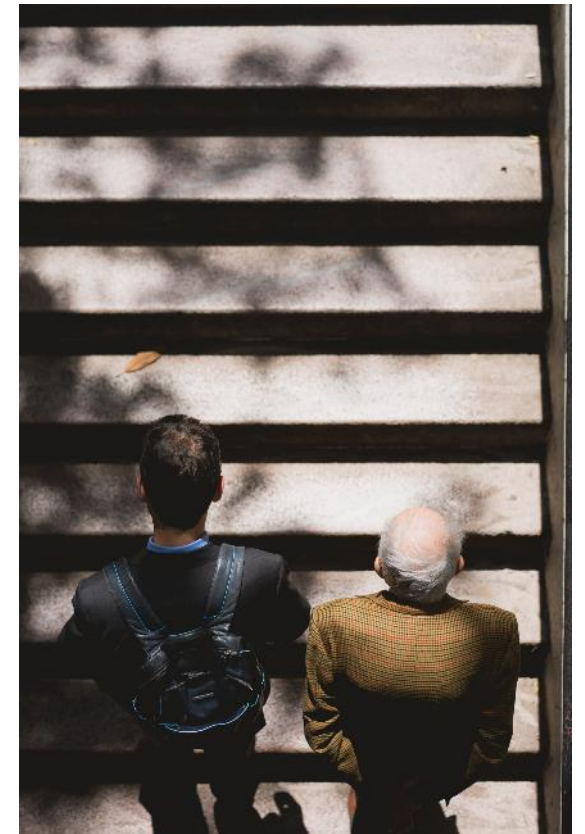
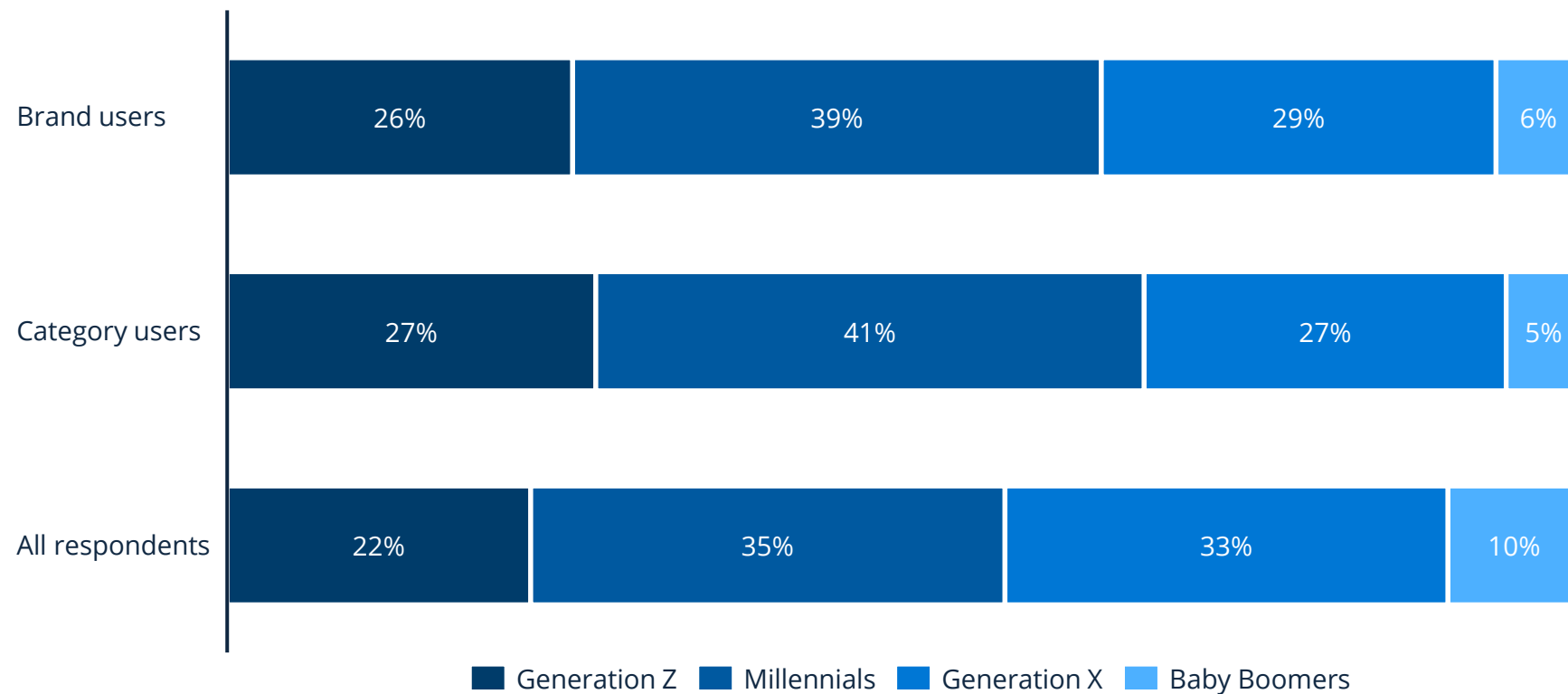
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



The age distribution of Swish users and mobile payment users overall is fairly similar

Demographic profile: generations

Age of consumers in Sweden

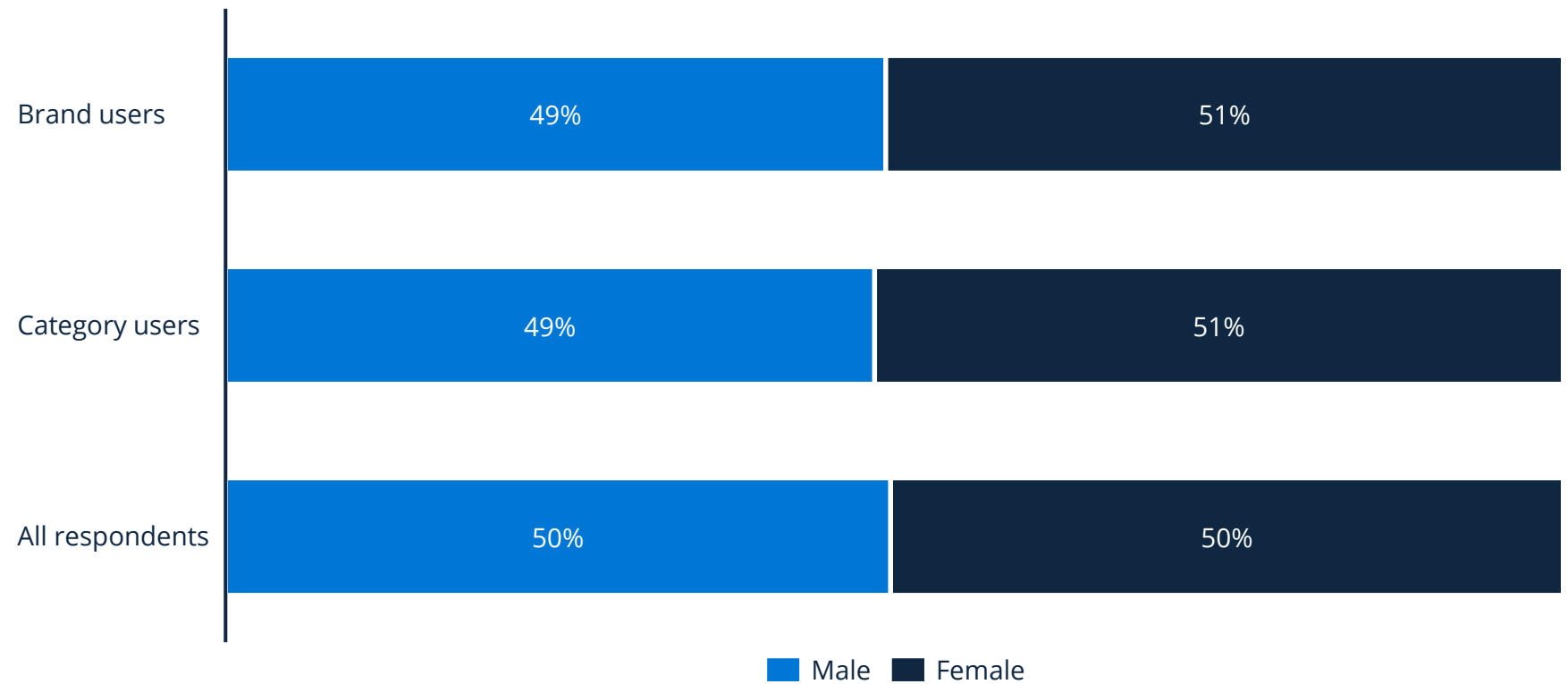


There is a fairly even split of male and female Swish users

Demographic profile: gender



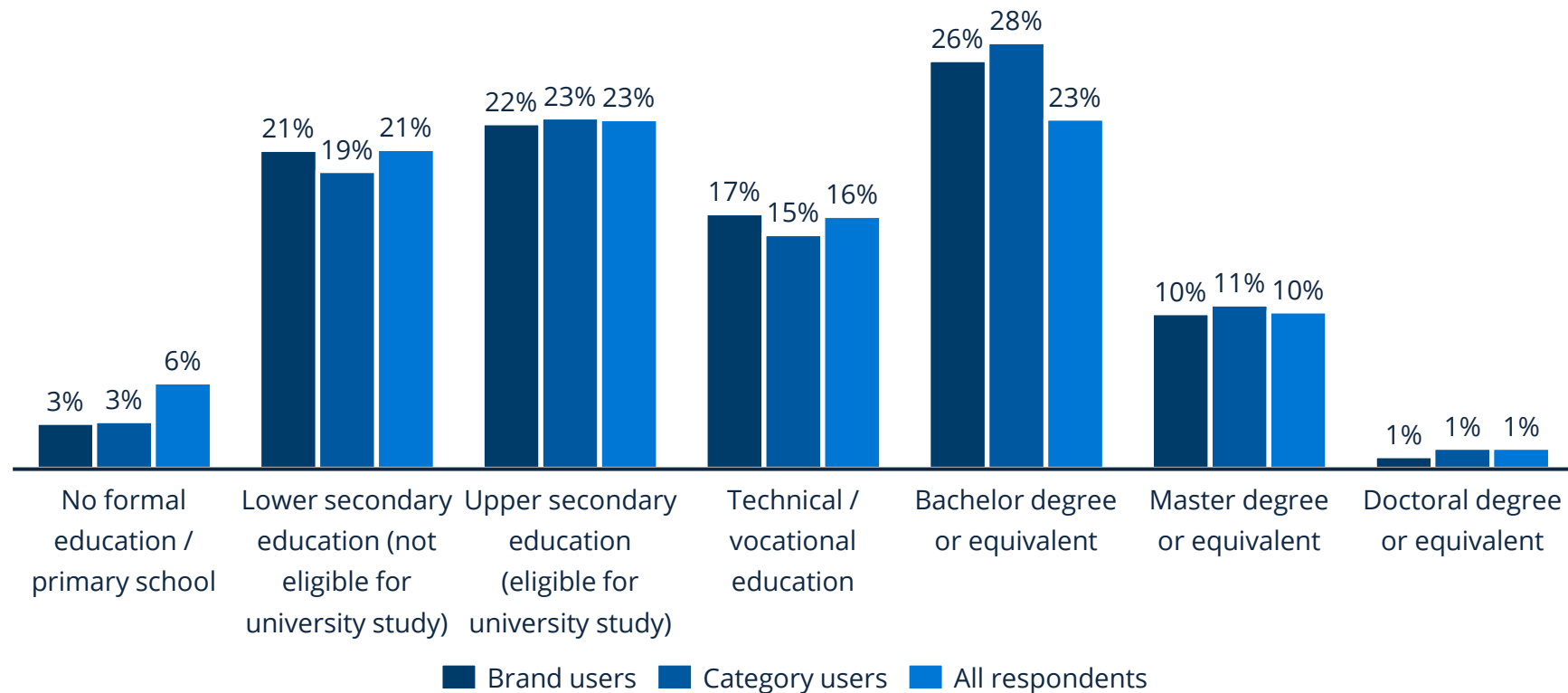
Gender of consumers in Sweden



The education level of Swish users and mobile payment users are similar

Demographic profile: education

Consumer's level of education in Sweden

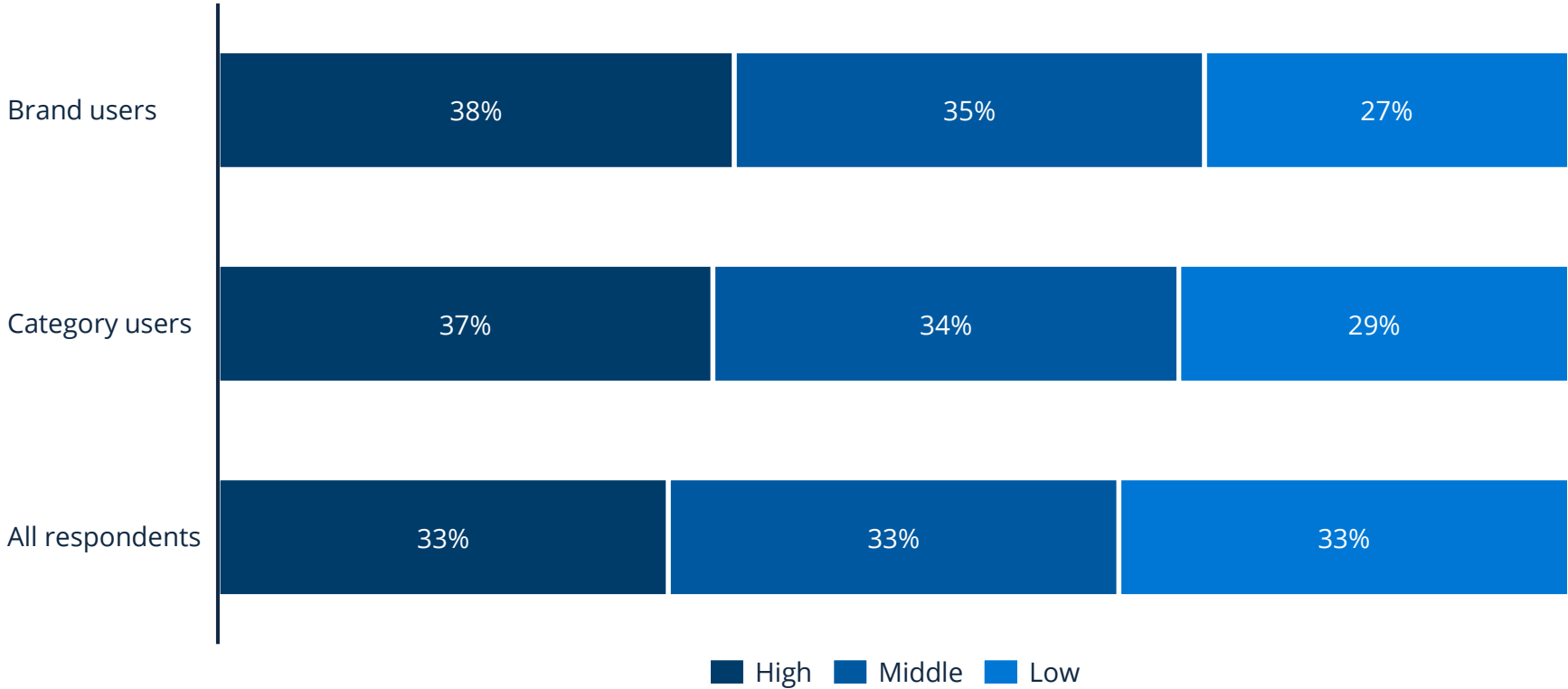


Swish users have a similar income distribution as mobile payment users in general

Demographic profile: income



Share of consumers in Sweden in the high, middle, and low thirds of monthly household gross income

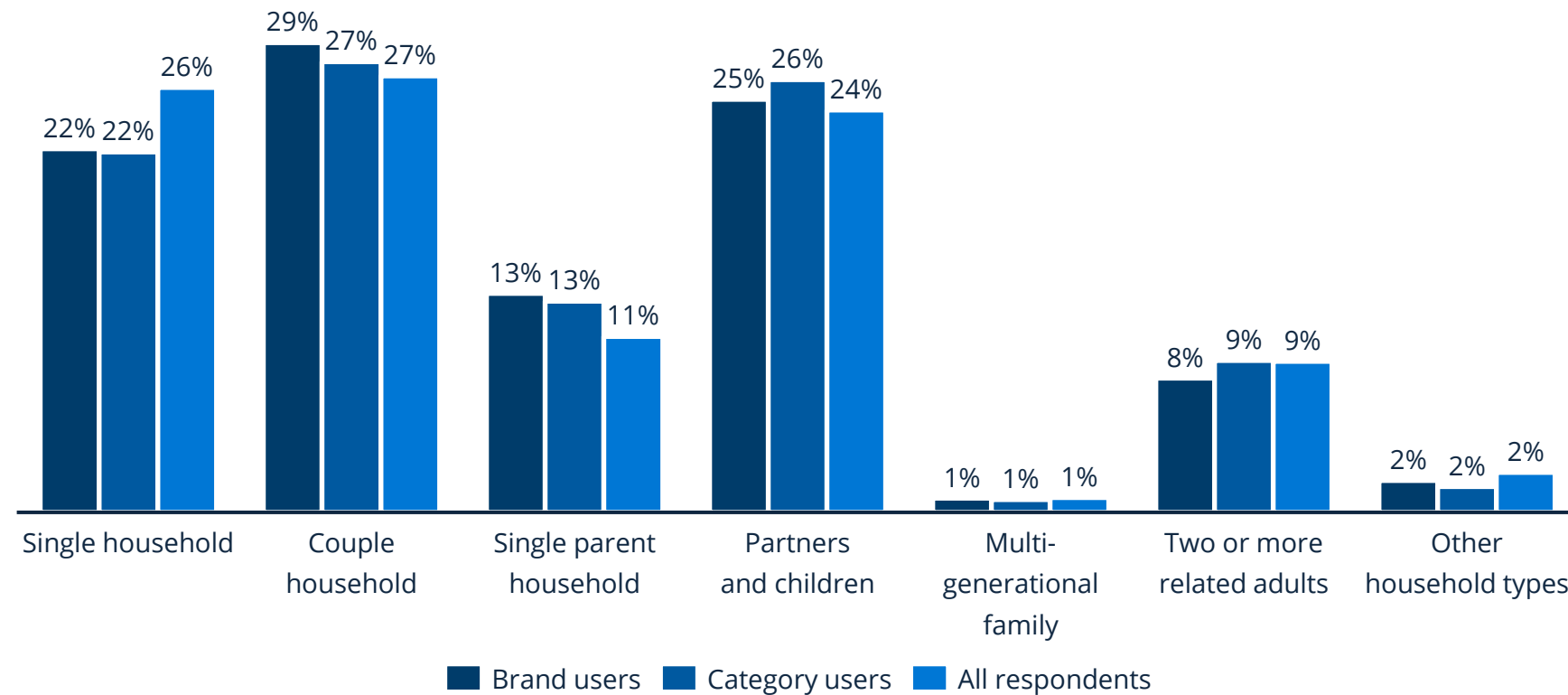


11 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of these services have you used in the past 12 months to pay in stores, restaurants or other points of sale with your mobile device (e.g., smartphone)?" Multi Pick; Base: n=466 Swish users, n=639 mobile payment users, n=12,198 all respondents
Sources: [Consumer Insights Global](#) as of August 2024

The living arrangements of Swish users and mobile payment users overall are similar

Demographic profile: household classification

Type of households in which consumers in Sweden live



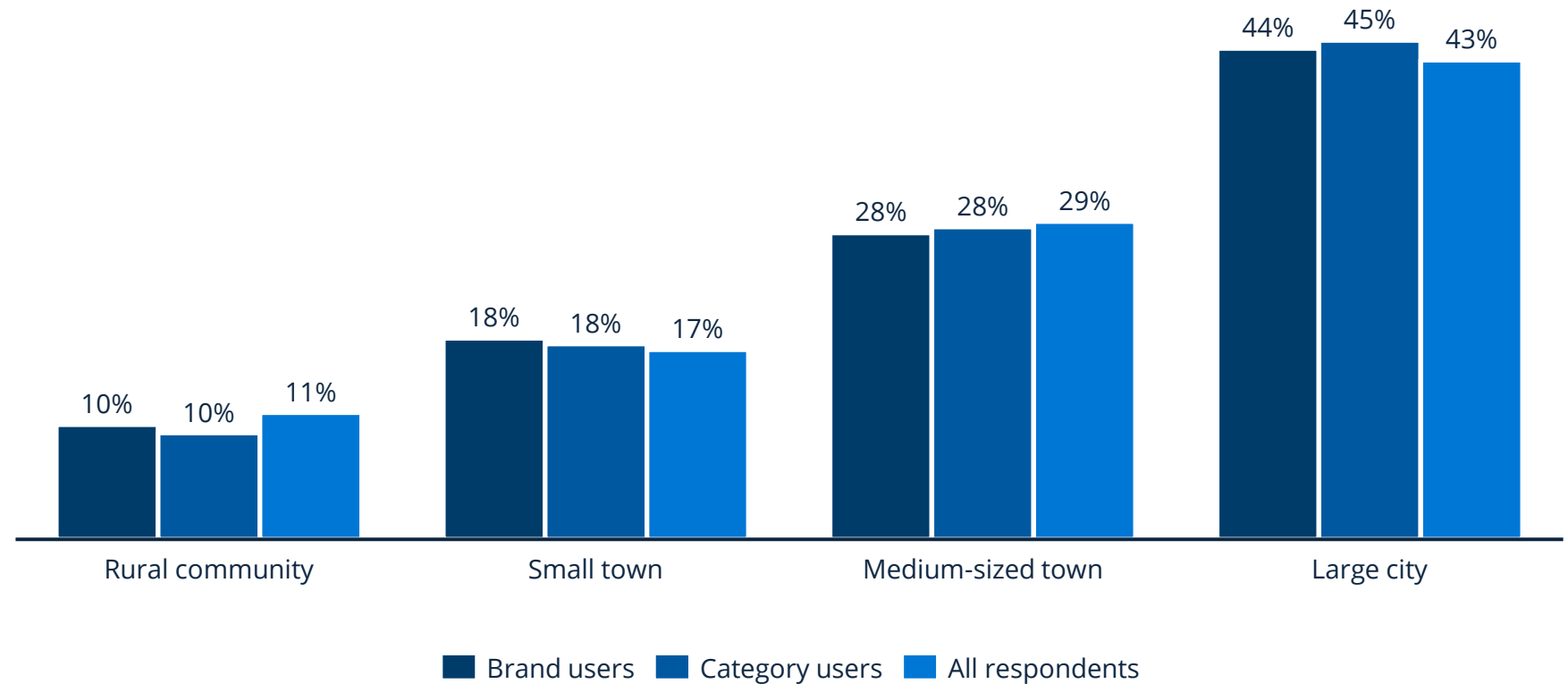
12 **Notes:** Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these services have you used in the past 12 months to pay in stores, restaurants or other points of sale with your mobile device (e.g., smartphone)?"; Multi Pick; Base: n=466 Swish users, n=639 mobile payment users, n=12,198 all respondents
Sources: [Consumer Insights Global](#) as of August 2024

Mobile payment users in general and Swish users specifically, live in a similar type of community

Demographic profile: type of community



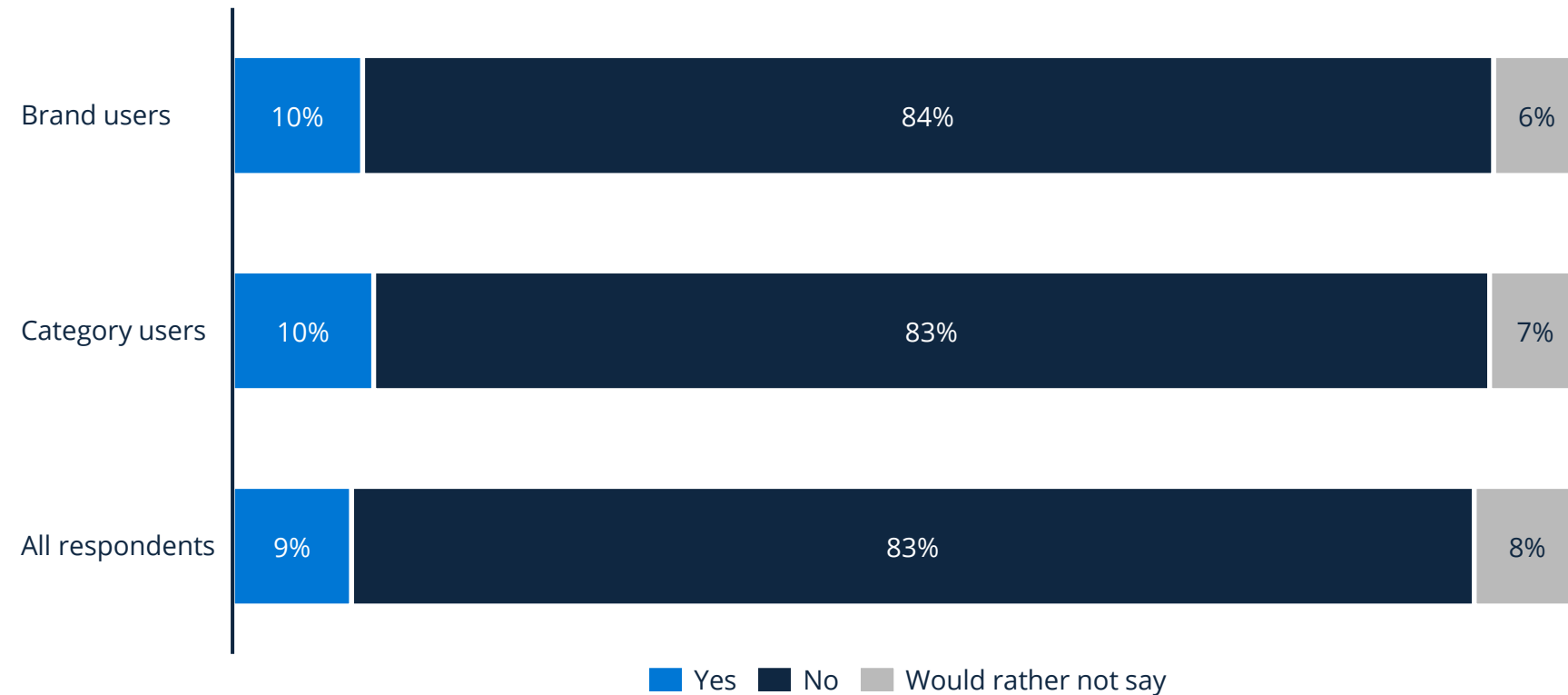
Communities where consumers live in Sweden



10% of Swish users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Sweden



CHAPTER 03

Consumer lifestyle

- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



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