

## **Megatrends in Sweden**

Market Direction | 2022-11-09 | 58 pages | Euromonitor

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### **Report description:**

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends and insights as to how each trend has manifested in Sweden.

Euromonitor's Megatrends in Sweden report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Megatrends 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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The drivers shaping consumer behaviour  
Megatrend Framework  
Businesses harness megatrends to renovate, innovate and disrupt  
Digital living  
Three Sweden improves home network connectivity with new Inseego 5G router  
Swedes lag behind their global counterparts in most areas of personal tech  
Consumers are wary of sharing their personal information  
Millennials are the most active in both sharing and protecting their data  
Family and friends are the most trusted source of information  
Shift towards online activities set to continue  
Experience more  
H&M offered chance to win a shareable tailored selfie with one of its new virtual looks  
Swedes prefer real world over virtual experiences  
The pandemic drove consumers to socialise online  
Travellers prioritise relaxation and safety  
Gen Z are the most eager to increase both online and offline activities  
Middle class reset  
Coop Sweden caters to squeezed consumers with new soft discounter format  
Mindful consumption is on the rise  
Repurposing continues to gain traction  
Gen Z are the most frugal cohort  
Premiumisation  
Premium plant-based pizza brand One Planet Pizza debuts in Sweden  
Millennials are the most individualistic cohort  
Swedes are less confident in their investments than their global peers  
Quality is a priority when it comes to clothing and home essentials  
Shifting market frontiers  
Lifvs expands its network of unstaffed grocery kiosks across rural Sweden  
International products are more widely available despite global supply disruptions  
Baby Boomers are the most eager to support local businesses  
Shopping reinvented  
Reitan Convenience's new PBX concept is designed to test new sustainability strategies  
Most clothing and accessories now purchased online  
Brand engagement by Swedish shoppers is still relatively low  
Young consumers are stepping up their interaction with companies on social media  
Sustainable living  
AliasSmith launches cardboard tequila bottle made with 94% recycled material  
Swedes are highly supportive of ecological issues  
Recycling and reducing food waste are top environmental concerns  
Almost a third of consumers boycott brands that do not share their beliefs  
Recyclable and biodegradable packaging types are considered the most sustainable  
Wellness  
Mycorena creates prototype for healthier, mycoprotein-based butter alternative  
Over half of Swedes regularly take health supplements  
Massage is the most common way to deal with stress  
Swedes lag behind global counterparts in health tech  
Only around half of consumers take health and safety precautions outside the home

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