

Discounters in Sweden

Market Direction | 2023-04-17 | 34 pages | Euromonitor

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Report description:

While overall value sales declines and the fall in outlet numbers within discounters in 2020 were driven by the exit of Netto, the other players in the channel, namely Lidl and Pecos Varmland AB, recorded positive performances, as pandemic-related restrictions encouraged Swedes to cook more frequently at home. This drove up demand for groceries in discounters.

Euromonitor International's Discounters in Sweden report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Discounters 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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New openings help drive growth in 2022

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