

## **Luxury Goods in Sweden**

Market Direction | 2023-10-09 | 38 pages | Euromonitor

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### **Report description:**

Personal luxury retail value sales increased by 18% in 2023 to amount to PLN6.6 billion, supporting growth recorded by leading brand providers, such as L'Oreal Polska Sp zoo, Kering SA and Chanel SA. Sales fell by 19% in 2020 due to the pandemic, but are now showing recovery, despite higher than normal inflation. Moreover, sales in 2023 were boosted by affluent Ukrainian refugees and the return of international tourists with luxury consumers attracted to investment in luxury goods, such as de...

Euromonitor International's Luxury Goods in Sweden report offers a comprehensive guide to the size and shape of the Luxury Goods market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Luxury Goods retailing along with the development of consumers' shopping patterns. Forecasts to 2027 illustrate how the market is set to change

Product coverage: Experiential Luxury, Fine Wines/Champagne and Spirits, Personal Luxury, Premium and Luxury Cars.

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

Why buy this report?

- \* Get a detailed picture of the Luxury Goods 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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## **Table of Contents:**

Luxury Goods in Sweden  
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List Of Contents And Tables

### **LUXURY GOODS IN SWEDEN**

#### **EXECUTIVE SUMMARY**

Luxury goods in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

#### **MARKET DATA**

Table 1 Sales of Luxury Goods by Category: Value 2018-2023

Table 2 Sales of Luxury Goods by Category: % Value Growth 2018-2023

Table 3 Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023

Table 4 NBO Company Shares of Luxury Goods: % Value 2018-2023

Table 5 LBN Brand Shares of Luxury Goods: % Value 2019-2023

Table 6 Distribution of Luxury Goods by Format and Category: % Value 2023

Table 7 Forecast Sales of Luxury Goods by Category: Value 2023-2028

Table 8 Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

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