

## **Hypermarkets in Sweden**

Market Direction | 2024-04-11 | 33 pages | Euromonitor

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### **Report description:**

Like other types of grocery retailers, hypermarkets in Sweden were impacted directly by historically high inflation, which reached high single-digit rates in 2022 and 2023. As a result, consumers became more price-sensitive and they started to look for best possible deals in the market. In this light, operators of hypermarkets had to adapt and update their strategies to meet the changed focus of demand. This led players in hypermarkets to offer more goods under private label or run long-term pri...

Euromonitor International's Hypermarkets 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 Hypermarkets 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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