

Retail in Sweden

Market Direction | 2024-04-11 | 105 pages | Euromonitor

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Report description:

Retail in Sweden continued to be affected by the challenging Swedish macroeconomic environment in 2023, characterised by negative real GDP growth and high inflation rates. The high inflationary pressure on prices especially affected groceries, but all retail categories were impacted as consumers showed more caution over spending. Indeed, many consumers prioritised essential or immediate need purchases. Such factors fostered a difficult year for the industry. While retail posted a strong overall...

Euromonitor International's Retail 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.

Product coverage: Retail E-Commerce, Retail Offline.

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

Why buy this report?

- * Get a detailed picture of the Retail 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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reliable information resources to help drive informed strategic planning.

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