

# **Consumer Appliances in Sweden**

Market Direction | 2025-01-14 | 117 pages | Euromonitor

# **AVAILABLE LICENSES:**

- Single User Licence €2675.00
- Multiple User License (1 Site) €5350.00
- Multiple User License (Global) €8025.00

# Report description:

In 2024, demand for consumer appliances remained weak in Sweden as stubborn inflationary pressures and higher interest rates cut into household disposable income. Retail volume sales continued to decline but at a slower pace compared to the previous two years. Retailers remarked on the weak economic climate and its impact on household purchases. Facing cost-of-living pressures and lower disposable income, Swedish households were more deliberate and planned in their choices of consumer appliances...

Euromonitor International's Consumer Appliances in Sweden report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2020-2024, 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 - be they new product developments, format trends or distribution issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Appliances 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.

# **Table of Contents:**

Consumer Appliances in Sweden Euromonitor International January 2025

List Of Contents And Tables

CONSUMER APPLIANCES IN SWEDEN

**EXECUTIVE SUMMARY** 

Consumer appliances in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 1 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025

Table 2 Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

Table 3 Sales of Consumer Appliances by Category: Volume 2019-2024

Table 4 Sales of Consumer Appliances by Category: Value 2019-2024

Table 5 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

Table 6 Sales of Consumer Appliances by Category: % Value Growth 2019-2024

Table 7 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024

Table 8 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024

Table 9 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024

Table 10 ∏Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024

Table 11 Sales of Small Appliances by Category: Volume 2019-2024

Table 13 Sales of Small Appliances by Category: % Volume Growth 2019-2024

Table 14 

| Sales of Small Appliances by Category: % Value Growth 2019-2024

Table 15 NBO Company Shares of Major Appliances: % Volume 2020-2024

Table 16 ∏LBN Brand Shares of Major Appliances: % Volume 2021-2024

Table 17 NBO Company Shares of Small Appliances: % Volume 2020-2024

Table 18 [LBN Brand Shares of Small Appliances: % Volume 2021-2024

Table 19  $\square$ Distribution of Major Appliances by Format: % Volume 2019-2024

Table 20 □Distribution of Small Appliances by Format: % Volume 2019-2024

Table 21 [Forecast Sales of Consumer Appliances by Category: Volume 2024-2029

Table 22 ☐Forecast Sales of Consumer Appliances by Category: Value 2024-2029

Table 23 [Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029

Table 24 [Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029

 $\textbf{Table 25} \ {\small \square} \textbf{Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029 } \\$ 

Table 26 [Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029

Table 27 [Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029

 $\textbf{Table 28} \ \ \Box \textbf{Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split:} \ \% \ \textbf{Value Growth 2024-2029}$ 

Table 29 [Forecast Sales of Small Appliances by Category: Volume 2024-2029

Table 30 ☐Forecast Sales of Small Appliances by Category: Value 2024-2029

Table 31 [Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 32 ∏Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

**DISCLAIMER** 

**SOURCES** 

Summary 1 Research Sources

REFRIGERATION APPLIANCES IN SWEDEN

**KEY DATA FINDINGS** 

2024 DEVELOPMENTS

Further decline in volume sales over 2024

Energy efficient models stand out in Sweden

Design-led choices are key among Swedish households

PROSPECTS AND OPPORTUNITIES

Difficult economic climate will depress sales

Connectivity offers scope to drive premiumisation

Energy efficiency offers long-term cost savings

**CATEGORY DATA** 

Table 33 Sales of Refrigeration Appliances by Category: Volume 2019-2024

Table 34 Sales of Refrigeration Appliances by Category: Value 2019-2024

Table 35 Sales of Refrigeration Appliances by Category: % Volume Growth 2019-2024

Table 36 Sales of Refrigeration Appliances by Category: % Value Growth 2019-2024

Table 37 Sales of Freezers by Format: % Volume 2019-2024

Table 38 Sales of Freezers by Volume Capacity: % Volume 2019-2024

Table 39 Sales of Fridge Freezers by Format: % Volume 2019-2024

Table 40 Sales of Fridge Freezers by Volume Capacity: % Volume 2019-2024

Table 41 Sales of Fridge Freezers by Smart Appliances: % Volume 2020-2024

Table 43 NBO Company Shares of Refrigeration Appliances: % Volume 2020-2024

Table 44 [LBN Brand Shares of Refrigeration Appliances: % Volume 2021-2024

Table 45 ☐NBO Company Shares of Built-in Fridge Freezers: % Volume 2020-2024

Table 46 NBO Company Shares of Freestanding Fridge Freezers: % Volume 2020-2024

Table 47 ☐NBO Company Shares of Built-in Fridges: % Volume 2020-2024

Table 48 NBO Company Shares of Freestanding Fridges: % Volume 2020-2024

Table 49 

☐ Distribution of Refrigeration Appliances by Format: % Volume 2019-2024

Table 50 [Production of Refrigeration Appliances: Total Volume 2019-2024

Table 51 [Forecast Sales of Refrigeration Appliances by Category: Volume 2024-2029

Table 52 | Forecast Sales of Refrigeration Appliances by Category: Value 2024-2029

Table 53 [Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2024-2029

Table 54 [Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2024-2029

HOME LAUNDRY APPLIANCES IN SWEDEN

**KEY DATA FINDINGS** 

2024 DEVELOPMENTS

Weak economy and price sensitivity shape purchasing decisions

Energy efficiency aims to deliver cost savings for households

Consumers are shifting to automatic washer dryers

PROSPECTS AND OPPORTUNITIES

Further economic challenges for home laundry appliances

Smaller households offer players new sales opportunities

Energy efficiency and sustainability will shape purchasing decisions

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com www.scotts-international.com

#### **CATEGORY DATA**

Table 55 Sales of Home Laundry Appliances by Category: Volume 2019-2024

Table 56 Sales of Home Laundry Appliances by Category: Value 2019-2024

Table 57 Sales of Home Laundry Appliances by Category: % Volume Growth 2019-2024

Table 58 Sales of Home Laundry Appliances by Category: % Value Growth 2019-2024

Table 59 Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2019-2024

Table 60 Sales of Automatic Washing Machines by Format: % Volume 2019-2024

Table 61 Sales of Automatic Washing Machines by Volume Capacity: % Volume 2019-2024

Table 62 Sales of Automatic Washing Machines by Smart Appliances: % Volume 2020-2024

Table 63 NBO Company Shares of Home Laundry Appliances: % Volume 2020-2024

Table 64 ☐LBN Brand Shares of Home Laundry Appliances: % Volume 2021-2024

Table 65 ☐ Distribution of Home Laundry Appliances by Format: % Volume 2019-2024

Table 66 ☐ Production of Home Laundry Appliances: Total Volume 2019-2024

Table 67 ∏Forecast Sales of Home Laundry Appliances by Category: Volume 2024-2029

Table 68 | Forecast Sales of Home Laundry Appliances by Category: Value 2024-2029

Table 69 [Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2024-2029

Table 70 [Forecast Sales of Home Laundry Appliances by Category: % Value Growth 2024-2029

**DISHWASHERS IN SWEDEN** 

**KEY DATA FINDINGS** 

2024 DEVELOPMENTS

Cost of living pressures weigh on volume sales

Swedes value the convenience of dishwashers

Noise reduction is of high importance to Swedish households

PROSPECTS AND OPPORTUNITIES

Challenging period as household penetration falls

Energy efficiency demands set to flourish

Convenience is key advantage in dishwashers

**CATEGORY DATA** 

Table 71 Sales of Dishwashers by Category: Volume 2019-2024

Table 72 Sales of Dishwashers by Category: Value 2019-2024

Table 73 Sales of Dishwashers by Category: % Volume Growth 2019-2024

Table 74 Sales of Dishwashers by Category: % Value Growth 2019-2024

Table 75 Sales of Dishwashers by Format: % Volume 2019-2024

Table 76 Sales of Dishwashers by Smart Appliances: % Volume 2020-2024

Table 77 NBO Company Shares of Dishwashers: % Volume 2020-2024

Table 78 LBN Brand Shares of Dishwashers: % Volume 2021-2024

Table 79 Distribution of Dishwashers by Format: % Volume 2019-2024

Table 80  $\square$ Production of Dishwashers: Total Volume 2019-2024

Table 81 ☐Forecast Sales of Dishwashers by Category: Volume 2024-2029

Table 82 [Forecast Sales of Dishwashers by Category: Value 2024-2029

Table 83 [Forecast Sales of Dishwashers by Category: % Volume Growth 2024-2029

Table 84 [Forecast Sales of Dishwashers by Category: % Value Growth 2024-2029

LARGE COOKING APPLIANCES IN SWEDEN

**KEY DATA FINDINGS** 

2024 DEVELOPMENTS

Households are reluctant to invest in large cooking appliances

Countertop cooker hoods is an emerging niche

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Manufacturers focus on design and aesthetics

PROSPECTS AND OPPORTUNITIES

Ongoing challenges due to weak economic forces

Connectivity enhancements can drive the premiumisation trend

Versatility is an imperative when choosing large cooking appliances

#### CATEGORY DATA

Table 85 Sales of Large Cooking Appliances by Category: Volume 2019-2024

Table 86 Sales of Large Cooking Appliances by Category: Value 2019-2024

Table 87 Sales of Large Cooking Appliances by Category: % Volume Growth 2019-2024

Table 88 Sales of Large Cooking Appliances by Category: % Value Growth 2019-2024

Table 89 Sales of Built-in Hobs by Format: % Volume 2019-2024

Table 90 Sales of Ovens by Smart Appliances: % Volume 2020-2024

Table 91 NBO Company Shares of Large Cooking Appliances: % Volume 2020-2024

Table 92 LBN Brand Shares of Large Cooking Appliances: % Volume 2021-2024

Table 93 NBO Company Shares of Built-in Hobs: % Volume 2020-2024

Table 94 [NBO Company Shares of Ovens: % Volume 2020-2024

Table 95 NBO Company Shares of Cooker Hoods: % Volume 2020-2024

Table 96 ☐NBO Company Shares of Built-in Cooker Hoods: % Volume 2020-2024

Table 97 [NBO Company Shares of Freestanding Cooker Hoods: % Volume 2020-2024

Table 100 Distribution of Large Cooking Appliances by Format: % Volume 2019-2024

Table 101 
☐Production of Large Cooking Appliances: Total Volume 2019-2024

Table 102 ∏Forecast Sales of Large Cooking Appliances by Category: Volume 2024-2029

Table 103 | Forecast Sales of Large Cooking Appliances by Category: Value 2024-2029

Table 104 [Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2024-2029

Table 105 [Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2024-2029

MICROWAVES IN SWEDEN

**KEY DATA FINDINGS** 

2024 DEVELOPMENTS

Microwave sales are under pressure

Design and customisation is of key importance

Multifunctionality is providing sales opportunities

PROSPECTS AND OPPORTUNITIES

Uncertain economic outlook will dampen sales of microwaves

Microwaves face threat from multifunctional ovens

Importance of design to prevail

### **CATEGORY DATA**

Table 106 Sales of Microwaves by Category: Volume 2019-2024

Table 107 Sales of Microwaves by Category: Value 2019-2024

Table 108 Sales of Microwaves by Category: % Volume Growth 2019-2024

Table 109 Sales of Microwaves by Category: % Value Growth 2019-2024

Table 110 Sales of Microwaves by Smart Appliances: % Volume 2020-2024

Table 111 NBO Company Shares of Microwaves: % Volume 2020-2024

Table 112 LBN Brand Shares of Microwaves: % Volume 2021-2024

Table 113 Distribution of Microwaves by Format: % Volume 2019-2024

Table 114 Production of Microwaves: Total Volume 2019-2024

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 115 [Forecast Sales of Microwaves by Category: Volume 2024-2029

Table 116 [Forecast Sales of Microwaves by Category: Value 2024-2029

Table 117 [Forecast Sales of Microwaves by Category: % Volume Growth 2024-2029

Table 118 | Forecast Sales of Microwaves by Category: % Value Growth 2024-2029

FOOD PREPARATION APPLIANCES IN SWEDEN

**KEY DATA FINDINGS** 

2024 DEVELOPMENTS

Food preparation appliances report volume declines

Hobby cooks spark interest in food preparation appliances

Manufacturers develop functionality to boost convenience appeal

PROSPECTS AND OPPORTUNITIES

Gloomy outlook ahead in food preparation appliances

Premiumisation trend offers scope to entice consumers

Multifunctional appliances will be attractive to budget conscious consumers

**CATEGORY DATA** 

Table 119 Sales of Food Preparation Appliances by Category: Volume 2019-2024

Table 120 Sales of Food Preparation Appliances by Category: Value 2019-2024

Table 121 Sales of Food Preparation Appliances by Category: % Volume Growth 2019-2024

Table 122 Sales of Food Preparation Appliances by Category: % Value Growth 2019-2024

Table 123 NBO Company Shares of Food Preparation Appliances: % Volume 2020-2024

Table 124 LBN Brand Shares of Food Preparation Appliances: % Volume 2021-2024

Table 125 Distribution of Food Preparation Appliances by Format: % Volume 2019-2024

Table 126 Forecast Sales of Food Preparation Appliances by Category: Volume 2024-2029

Table 127 Forecast Sales of Food Preparation Appliances by Category: Value 2024-2029

Table 128 ∏Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2024-2029

Table 129 [Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2024-2029

SMALL COOKING APPLIANCES IN SWEDEN

**KEY DATA FINDINGS** 

2024 DEVELOPMENTS

Flat volume sales in small cooking appliances

Sustainability trend is gaining traction

Health and wellness weighs on purchasing decisions

PROSPECTS AND OPPORTUNITIES

Muted sales outlook for small cooking appliances

Smaller households require compact and versatile appliances

Premiumisation trend to gather pace

CATEGORY DATA

Table 130 Sales of Small Cooking Appliances by Category: Volume 2019-2024

Table 131 Sales of Small Cooking Appliances by Category: Value 2019-2024

Table 132 Sales of Small Cooking Appliances by Category: % Volume Growth 2019-2024

Table 133 Sales of Small Cooking Appliances by Category: % Value Growth 2019-2024

Table 134 Sales of Freestanding Hobs by Format: % Volume 2019-2024

Table 135 NBO Company Shares of Small Cooking Appliances: % Volume 2020-2024

Table 136 LBN Brand Shares of Small Cooking Appliances: % Volume 2021-2024

Table 137 Distribution of Small Cooking Appliances by Format: % Volume 2019-2024

Table 138 Forecast Sales of Small Cooking Appliances by Category: Volume 2024-2029

Table 139 [Forecast Sales of Small Cooking Appliances by Category: Value 2024-2029

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 140 [Forecast Sales of Small Cooking Appliances by Category: % Volume Growth 2024-2029

Table 141 [Forecast Sales of Small Cooking Appliances by Category: % Value Growth 2024-2029

**VACUUM CLEANERS IN SWEDEN** 

**KEY DATA FINDINGS** 

2024 DEVELOPMENTS

Volume sales decrease in vacuum cleaners

Dreame gains ground in robotic vacuum cleaners

Players seek to remove the chore from cleaning

PROSPECTS AND OPPORTUNITIES

Healthier outlook towards end of forecast period

Respiratory health and sustainability are key influencers on purchasing decisions

Innovation to simulate consumer interest and drive value sales

CATEGORY DATA

Table 142 Sales of Vacuum Cleaners by Category: Volume 2019-2024

Table 143 Sales of Vacuum Cleaners by Category: Value 2019-2024

Table 144 Sales of Vacuum Cleaners by Category: % Volume Growth 2019-2024

Table 145 Sales of Vacuum Cleaners by Category: % Value Growth 2019-2024

Table 146 Sales of Robotic Vacuum Cleaners by Smart Appliances: % Volume 2020-2024

Table 147 NBO Company Shares of Vacuum Cleaners: % Volume 2020-2024

Table 148 LBN Brand Shares of Vacuum Cleaners: % Volume 2021-2024

Table 149 Distribution of Vacuum Cleaners by Format: % Volume 2019-2024

Table 150 Forecast Sales of Vacuum Cleaners by Category: Volume 2024-2029

Table 151 ☐Forecast Sales of Vacuum Cleaners by Category: Value 2024-2029

Table 152 [Forecast Sales of Vacuum Cleaners by Category: % Volume Growth 2024-2029

Table 153 ∏Forecast Sales of Vacuum Cleaners by Category: % Value Growth 2024-2029

PERSONAL CARE APPLIANCES IN SWEDEN

**KEY DATA FINDINGS** 

2024 DEVELOPMENTS

Electric toothbrushes support volume growth

Lower volumes for body shavers and hair care appliances

Multifunctionality offered by personal care appliances

PROSPECTS AND OPPORTUNITIES

Bright outlook for oral care appliances

Modern lifestyles dictate ongoing need for personal care appliances

Continued focus on technology to raise efficacy of oral care appliances

**CATEGORY DATA** 

Table 154 Sales of Personal Care Appliances by Category: Volume 2019-2024

Table 155 Sales of Personal Care Appliances by Category: Value 2019-2024

Table 156 Sales of Personal Care Appliances by Category: % Volume Growth 2019-2024

Table 157 Sales of Personal Care Appliances by Category: % Value Growth 2019-2024

Table 158 Sales of Body Shavers by Format: % Volume 2019-2024

Table 159 Sales of Hair Care Appliances by Format: % Volume 2019-2024

Table 160 NBO Company Shares of Personal Care Appliances 2020-2024

Table 161 LBN Brand Shares of Personal Care Appliances 2021-2024

Table 162 Distribution of Personal Care Appliances by Format: % Volume 2019-2024

Table 163 ☐Forecast Sales of Personal Care Appliances by Category: Volume 2024-2029

Table 164 ☐Forecast Sales of Personal Care Appliances by Category: Value 2024-2029

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 165 [Forecast Sales of Personal Care Appliances by Category: % Volume Growth 2024-2029

Table 166 [Forecast Sales of Personal Care Appliances by Category: % Value Growth 2024-2029

AIR TREATMENT PRODUCTS IN SWEDEN

**KEY DATA FINDINGS** 

2024 DEVELOPMENTS

Volume sales fall in air treatment products

Larger audience is attracted towards air treatment solutions

Design weighs on purchasing decisions and features

PROSPECTS AND OPPORTUNITIES

Brighter outlook in the latter years of forecast period

Design-led products offer value sales opportunities

Health and wellbeing to spur household interest in air treatment products

**CATEGORY DATA** 

Table 167 Sales of Air Treatment Products by Category: Volume 2019-2024

Table 168 Sales of Air Treatment Products by Category: Value 2019-2024

Table 169 Sales of Air Treatment Products by Category: % Volume Growth 2019-2024

Table 170 Sales of Air Treatment Products by Category: % Value Growth 2019-2024

Table 171 Sales of Air Conditioners by Smart Appliances: % Volume 2020-2024

Table 172 NBO Company Shares of Air Treatment Products: % Volume 2020-2024

Table 173 LBN Brand Shares of Air Treatment Products: % Volume 2021-2024

Table 174 Distribution of Air Treatment Products by Format: % Volume 2019-2024

Table 175 Production of Air Conditioners: Total Volume 2019-2024

Table 176 ☐Forecast Sales of Air Treatment Products by Category: Volume 2024-2029

Table 177 ☐Forecast Sales of Air Treatment Products by Category: Value 2024-2029

Table 178 [Forecast Sales of Air Treatment Products by Category: % Volume Growth 2024-2029

Table 179 [Forecast Sales of Air Treatment Products by Category: % Value Growth 2024-2029



☐ - Print this form

To place an Order with Scotts International:

 $\hfill \Box$  - Complete the relevant blank fields and sign

# **Consumer Appliances in Sweden**

Market Direction | 2025-01-14 | 117 pages | Euromonitor

☐ - Send as a scann	ed email to support@scotts-interna	ational.com		
ORDER FORM:				
Select license	License			Price
	Single User Licence			€2675.00
	Multiple User License (1 Site)			€5350.00
	Multiple User License (Global)			€8025.00
			VAT	
			Total	
Email*	23% for Polish based companies, indiv	Phone*		
First Name*		Last Name*		
Job title*				
Company Name*		EU Vat / Tax ID / NIP number*		
Address*		City*		
Zip Code*		Country*		
		Date	2025-06-05	
		Signature		

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com www.scotts-international.com