

Luxury Goods in Sweden

October 2023

Table of Contents

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

Experiential Luxury in Sweden

KEY DATA FINDINGS

2023 DEVELOPMENTS

Current retail value sales of experiential luxury on the rise in 2023

Luxury hotels dominates in 2023

Grand Group AB holds the lead in experiential luxury in 2022

PROSPECTS AND OPPORTUNITIES

Retail value sales increase expected over 2023-2028

Luxury hotels to shape the performance over the forecast period

CATEGORY DATA

Table 9 - Sales of Experiential Luxury by Category: Value 2018-2023

Table 10 - Sales of Experiential Luxury by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Experiential Luxury: % Value 2018-2023

Table 12 - LBN Brand Shares of Experiential Luxury: % Value 2019-2022

Table 13 - Forecast Sales of Experiential Luxury by Category: Value 2023-2028

Table 14 - Forecast Sales of Experiential Luxury by Category: % Value Growth 2023-2028

Fine Wines/Champagne and Spirits in Sweden

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fine wines/champagne and spirits sees rising current retail value sales in 2023

Fine wines is the largest category in terms of retail value sales in the last year of the review period

Moët Hennessy Sverige AB is the leading company in fine wines/champagne and spirits in 2022

PROSPECTS AND OPPORTUNITIES

Retail value sales forecast to rise in constant 2023 terms over 2023-2028

Fine wines set to see the highest retail value CAGR over the forecast period

New legislation to increase competition and consumer choice

CATEGORY DATA

Table 15 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2018-2023

Table 16 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2018-2022

Table 18 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2018-2023

Table 19 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2023-2028

Table 20 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2023-2028

Premium and Luxury Cars in Sweden

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium and luxury cars sees rising current retail value sales in 2023

Number of premium and luxury cars on the rise

Premium and luxury cars is led by Mercedes-Benz AG in 2022

PROSPECTS AND OPPORTUNITIES

Retail value sales of premium and luxury cars are set to rise over the forecast period

Online sales of premium and luxury cars are expected to climb

Electric cars on the rise

CATEGORY DATA

Table 21 - Sales of Premium and Luxury Cars: Value 2018-2023

Table 22 - Sales of Premium and Luxury Cars by Category: % Value Growth 2018-2023

Table 23 - NBO Company Shares of Premium and Luxury Cars: % Value 2018-2023

Table 24 - LBN Brand Shares of Premium and Luxury Cars: % Value 2019-2023

Table 25 - Forecast Sales of Premium and Luxury Cars: Value 2023-2028

Table 26 - Forecast Sales of Premium and Luxury Cars: % Value Growth 2023-2028

Personal Luxury in Sweden

KEY DATA FINDINGS

2023 DEVELOPMENTS

Personal luxury sees a rise in current retail value sales in 2023

Designer apparel and footwear (ready-to-wear) is dominated by designer apparel (ready-to-wear)

Luxury eyewear sees rising retail value sales in 2023

Luxury jewellery retail value sales rise in 2023

Luxury leather goods sees positive retail value growth in 2023

Retail value sales of luxury wearables electronics increase in 2023

Luxury timepieces enjoys retail value sales increase

Retail value sales of writing instruments and stationery on the increase in 2023

Super premium beauty and personal care is on the up

E Saether AB holds the lead in personal luxury in 2022

PROSPECTS AND OPPORTUNITIES

Retail value sales to rise in 2023 constant terms over the forecast period

Designer apparel and footwear (ready-to-wear) is set to remain the highest-value category

Luxury wearables electronics is expected to see the fastest retail value growth over the forecast period

CATEGORY DATA

Table 27 - Sales of Personal Luxury by Category: Value 2018-2023

Table 28 - Sales of Personal Luxury by Category: % Value Growth 2018-2023

Table 29 - NBO Company Shares of Personal Luxury: % Value 2018-2023

Table 30 - LBN Brand Shares of Personal Luxury: % Value 2019-2023

Table 31 - Distribution of Personal Luxury by Format: % Value 2018-2023

Table 32 - Forecast Sales of Personal Luxury by Category: Value 2023-2028

Table 33 - Forecast Sales of Personal Luxury by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/luxury-goods-in-sweden/report.