

# Discounters in Sweden

April 2024

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## Discounters in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Challenging macroeconomic situation drives turnover for discounters

As Lidl dominates discounters in Sweden its main competitors are found in other areas of grocery retailing

Costco Wholesale emerges as a potential threat to discounters

#### PROSPECTS AND OPPORTUNITIES

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