

Consumer Values and Behaviour in Sweden

June 2024

Table of Contents

Scope

HIGHLIGHTS

Consumer values and behaviour in Sweden

PERSONAL TRAITS AND VALUES

Swedes say that expressing their identity openly with friends and family comes naturally

Older generations are much more comfortable expressing their identity with others

Consumers in Sweden enjoy experimenting with new goods and services

Older consumers are more set on brands they have used previously

Swedes are not as optimistic about the future as the rest of the world

Younger generations are gearing up to work more in the future

HOME LIFE

When at home, Swedes most frequently choose to connect with friends or family virtually

Safe location remains the most desired home feature

COOKING AND EATING HABITS

All generations of Swedes are comfortable with their cooking and baking abilities

Swedes say that someone else in the household typically cooks for them

Gen Z are not skilled in the kitchen

Younger generations are more concerned about identifying healthy ingredients

WORKING LIFE

Gen X are the most concerned about balancing work and life

Swedes primarily desire to attain a lucrative wage

Consumers say they uphold a division between their job and private life

LEISURE

Swedish consumers enjoy face-to-face interactions with others

Gen Z spend the most time socialising in person and virtually

Swedish consumers consider relaxation as their top travel consideration

Older generations are particularly interested in relaxation as a feature when on holiday

HEALTH AND WELLNESS

Less strenuous exercise such as weekly walks/hikes remains the most frequent exercise habit

Older generations are much more likely to enjoy weekly walks or hikes as exercise

Millennials are most concerned about managing stress reduction and mental wellbeing

SUSTAINABLE LIVING

Swedish consumers are concerned about climate change

Consumers are actively working towards greener and more sustainable practices

Consumers in Sweden are motivated to fix broken items, instead of buying new ones

Swedes hold strong views about boycotting brands/companies not aligned to their beliefs

SHOPPING

Bargains impact shopping behaviour, but not at the same level as the global average

Baby boomers are always on the lookout for bargains

Swedes are open to purchasing used or pre-owned goods, far above the global average

Baby boomers are most comfortable adopting a minimalist way of living

Swedish consumers are drawn to digital platforms for streaming online content

SPENDING

Spending on technology to see the biggest decrease

Younger generations foresee increasing spending on travel/holidays the most
Swedish consumers show apprehension regarding their current financial condition
Baby boomers are in a comfortable position financially
Baby boomers are least concerned about saving money or increasing their expenditure

TECHNOLOGY

Swedes are less concerned about the impact of technology compared to the global average
Younger generations are more active using technology for online activities
Swedish consumers update their social networks almost daily
Older generations are more active managing their finances online
Younger generations are diligent in both reading reviews and providing feedback of their own
Swedes show support for companies by following their social media updates
Baby boomers are not interested in interacting with companies online in any way

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/consumer-values-and-behaviour-in-sweden/report.