

# Convenience Retailers in Sweden

April 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Convenience retailers experience a tough business period at the end of the review period  
Creative advertising campaigns to lure consumers to Pressbyrån outlets  
Unmanned outlets offer expansion opportunities for smaller formats like convenience stores

### PROSPECTS AND OPPORTUNITIES

The stabilisation of the inflation rate to help convenience stores reduce costs and increase margins  
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