



# Home Products Specialists in Sweden

April 2024

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Record low new housing construction starts stymie growth potential for home products specialists

Ikea leverages its flagship role in the channel

Pet shops and superstores' leader proves resilient to economic challenges

#### PROSPECTS AND OPPORTUNITIES

It is expected to take time for home products specialists to recover

Construction tempo to remain slow in the early forecast period

Sustainability is a growing necessity for retailers

#### CHANNEL DATA

Table 1 - Home Products Specialists: Value Sales, Outlets and Selling Space 2018-2023

Table 2 - Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 3 - Sales in Home Products Specialists by Channel: Value 2018-2023

Table 4 - Sales in Home Products Specialists by Channel: % Value Growth 2018-2023

Table 5 - Home Products Specialists GBO Company Shares: % Value 2019-2023

Table 6 - Home Products Specialists GBN Brand Shares: % Value 2020-2023

Table 7 - Home Products Specialists LBN Brand Shares: Outlets 2020-2023

Table 8 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028

Table 9 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

Table 10 - Forecast Sales in Home Products Specialists by Channel: Value 2023-2028

Table 11 - Forecast Sales in Home Products Specialists by Channel: % Value Growth 2023-2028

### Retail in Sweden - Industry Overview

#### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Active year for mergers and acquisitions

Sustainability targets for every retailer

What next for retail?

#### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

Summer sales

#### MARKET DATA

Table 12 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 13 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 14 - Sales in Retail Offline by Channel: Value 2018-2023

Table 15 - Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 16 - Retail Offline Outlets by Channel: Units 2018-2023

Table 17 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 18 - Sales in Retail E-Commerce by Product: Value 2018-2023

Table 19 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 20 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 21 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 22 - Sales in Grocery Retailers by Channel: Value 2018-2023  
Table 23 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 24 - Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 25 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
Table 26 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 27 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 28 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023  
Table 29 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 30 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 31 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
Table 32 - Retail GBO Company Shares: % Value 2019-2023  
Table 33 - Retail GBN Brand Shares: % Value 2020-2023  
Table 34 - Retail Offline GBO Company Shares: % Value 2019-2023  
Table 35 - Retail Offline GBN Brand Shares: % Value 2020-2023  
Table 36 - Retail Offline LBN Brand Shares: Outlets 2020-2023  
Table 37 - Retail E-Commerce GBO Company Shares: % Value 2019-2023  
Table 38 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023  
Table 39 - Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 40 - Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 41 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 42 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 43 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 44 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 45 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028  
Table 46 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028  
Table 47 - Forecast Sales in Retail Offline by Channel: Value 2023-2028  
Table 48 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028  
Table 49 - Forecast Retail Offline Outlets by Channel: Units 2023-2028  
Table 50 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028  
Table 51 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028  
Table 52 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028  
Table 53 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 54 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 55 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028  
Table 56 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 57 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 58 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028  
Table 59 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 60 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 61 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028  
Table 62 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 63 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 64 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

## 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/home-products-specialists-in-sweden/report](http://www.euromonitor.com/home-products-specialists-in-sweden/report).