

# General Merchandise Stores in Sweden

April 2024

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## General Merchandise Stores in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Variety stores' success draws the attention of investors  
Rusta goes public and lists on Nasdaq Stockholm  
A first full year of operations for Åhléns under a new owner

#### PROSPECTS AND OPPORTUNITIES

Variety stores is set to continue to develop and grow in retail value sales and outlet terms  
Norwegian player Europris AS to acquire ÖoB in full  
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