



# Retail E-Commerce in Sweden

April 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

E-commerce stabilises while environmental concerns grow  
Leading online pharmacies perform well amid the strong healthy lifestyle trend  
Klarna helps consumers to shop online

#### PROSPECTS AND OPPORTUNITIES

The channel is set to resume a positive growth trajectory  
Chinese low-cost players Temu and Shein are expected to intensify the competition  
Fast technological progress and lifestyles to drive delivery concepts

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### [Retail in Sweden - Industry Overview](#)

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