

# Printing industry in Sweden: Business Report 2024

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## Abstracts

### About Printing Industry in Sweden

Sweden is the major provider of printing services in Scandinavian countries representing more than one third of this region market. The printing services sector in Scandinavia has changed significantly recently as a result of the overcapacity being observed in the industry. Some small companies were closed down, so the remaining ones are increasing their market shares.

Scandinavian countries mainly trade printing services and materials within the region or with neighboring countries, such as UK, Baltic countries, etc. Sweden is the largest importer of printing services and materials within Scandinavian region. The main suppliers are Norway, Finland, Denmark, and Germany.

Printing industry in Sweden has the strongest contribution to the GDP among the Scandinavian countries. The most profitable and developed sectors of the printing industry in Sweden are printing advertisements, periodicals, and books printing.

Paper industry resources contribute greatly to the development of the printing industry, as the northern Europe is one of the three regions dominating global industry.

### Report Scope

The first two chapters of 'Printing industry in Sweden: Business Report 2024' provide general information about the country as well as give economic and financial profiles.

The third chapter covers valuable information about operating business in Sweden, from starting the project to clothing it, including existing labour practices, fiscal system, regulations and other important data.

Further, the report analyses printing industry in the Sweden, provides key figures of the sector, names major market players, presents foreign trade data, including export/import operations, main trade partners, prices.

An important part of the report is Porter Five Forces analysis that surveys an industry through five major questions (What composes a threat of substitute products and services? Is there a threat of new competitors entering the market? What is the intensity of competitive rivalry? How big is the bargaining power of buyers? How significant is the bargaining power of suppliers?).

A related news bulletin adds the finishing touch to an overview of economic situation in Sweden.

The report assists strategy group and the management team specialists in decision making as how to penetrate the Sweden market and deal with foreign partners.

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