

Analyzing Food Retail in Sweden 2016

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Abstracts

The Swedish food market has for a number of years been influenced by consumer awareness of health, environmental and social issues, which has led to the introduction of certified organic foods, as well as Fair Trade labeled products, especially within natural product groups such as fresh fruit and vegetables, cereals and coffee.

A strong Nordic concentration and integration is occurring along with a comprehensive process of consolidation and cross-border acquisitions among the European retailers. The Nordic countries are increasingly becoming part of the European retail market as globalization is accelerating and foreign chains are expressing and increased interest in the Nordic market. Recent mergers and restructuring of the Nordic food retail sector offers new interesting opportunities in terms of large volumes and diversity of products being demanded. There is a great demand for organic and convenience food and food and beverages which appeal to the health conscious.

Aruvian Research's report Analyzing Food Retail in Sweden 2016 is a complete insight into the Swedish food purchase and consumption pattern which is helping international hyper marketers and retail giants to focus and understand the Swedish food market better and prepare for eventual investment or wait decisions.

This report provides a market synopsis of the break up segmentation of the food retail industry setup as prevalent in Sweden and how the changing food consumption patterns of the Swedish population are leading the change for shift of focus to processed food retailing supermarket chains.

The report provides an outlook on the volumes of business handled by the Swedish food retail industry and the changing societal conditions which are pushing the transition to a segregation of food patterns for the Swedish population. The report analyzes the key propellers of growth of the industry which are fueled by changing consumer

preferences and have galvanized the industry into long term investment decisions.

This report also applies the PEST Framework Analysis & Porter's Five Forces Strategy Analysis to the Swedish Food Retail Industry.

Thereafter the report has also been compiled with a complete tally of the major players in the market arena in the Swedish Food Retail Industry and analyzes the major players through a business overview, financial analysis and a SWOT analysis.

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