

# Food Retail Industry in Sweden – PEST Framework Analysis

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## Abstracts

A strong Nordic concentration and integration is occurring along with a comprehensive process of consolidation and cross-border acquisitions among the European retailers. 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.

Aruvian Research analyzes the Food Retail Industry in Sweden in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

Apart from the PEST Framework analysis, the report also includes a brief analysis of the food retail industry in Sweden.

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