

Food Retail Industry in Sweden – Porter's Five Forces Strategy Analysis

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Abstracts

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. 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 Michael Porter's Five Forces Analysis. It uses concepts developed in Industrial Organization (IO) economics to derive five forces that determine the competitive intensity and therefore attractiveness of a market.

The report looks at the bargaining power of buyers and suppliers, competitive rivalry in the industry, the threat of new entrants and the threat of suppliers to the industry.

Apart from the Porter's Five Forces analysis, the report also includes a brief analysis of the Swedish food retail industry.

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