

# Apparel Specialist Retailers in Sweden

<https://marketpublishers.com/r/A6DC64DABAEEN.html>

Date: March 2013

Pages: 36

Price: US\$ 900.00 (Single User License)

ID: A6DC64DABAEEN

## Abstracts

Apparel specialist retailers suffered from the vague and uncertain economic environment in Sweden. Consumers were seeking special price and discount offers to cut their expenditure, and bought only products which were really necessary. This is how the shift towards grocery retailers from, for instance, apparel specialist retailers, can be explained. Internet retailing exacerbated the situation even further, especially for those players who do not offer online sales. The relatively strong krona...

Euromonitor International's Apparel Specialist Retailers in Sweden report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Apparel Specialist Retailers market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### APPAREL SPECIALIST RETAILERS IN SWEDEN

Euromonitor International

March 2013

Headlines

Trends

Channel Formats

Chart 1 Apparel Specialist Retailers: Salt in Stockholm

Chart 2 Apparel Specialist Retailers: H&M in Stockholm

Chart 3 Apparel Specialist Retailers: Feetfirst in Stockholm

Channel Data

Table 1 Apparel Specialist Retailers: Value Sales, Outlets and Selling Space  
2007-2012

Table 2 Apparel Specialist Retailers: Value Sales, Outlets and Selling Space: %  
Growth 2007-2012

Table 3 Apparel Specialist Retailers Company Shares: % Value 2008-2012

Table 4 Apparel Specialist Retailers Brand Shares: % Value 2009-2012

Table 5 Apparel Specialist Retailers Brand Shares: Outlets 2009-2012

Table 6 Apparel Specialist Retailers Brand Shares: Selling Space 2009-2012

Table 7 Apparel Specialist Retailers Forecasts: Value Sales, Outlets and Selling  
Space 2012-2017

Table 8 Apparel Specialist Retailers Forecasts: Value Sales, Outlets and Selling  
Space: % Growth 2012-2017

Executive Summary

Retailing in Sweden Sees A Positive Performance in 2012

Economic Uncertainty Makes Consumers Cautious

Grocery Retailers Gain at the Expense of Non-grocery Retailers

Grocery Retailers Are the Biggest

Non-grocery Retailers Expected To Lose Ground

Key Trends and Developments

the Growth in the Swedish Economy Is Slow

Internet Retailing

the Impact of Government Regulation

Private Label Sees Increasing Sales After the Crisis Hits

Consumers Seek Grocery Retailers Instead of Non-grocery Retailers

Changing Retail Landscape

Market Indicators

## Table 9 Employment in Retailing 2007-2012

## Market Data

Table 10 Sales in Retailing by Channel: Value 2007-2012

Table 11 Sales in Retailing by Channel: % Value Growth 2007-2012

Table 12 Sales in Store-Based Retailing by Channel: Value 2007-2012

Table 13 Store-Based Retailing Outlets by Channel: Units 2007-2012

Table 14 Sales in Store-Based Retailing by Channel: % Value Growth 2007-2012

Table 15 Store-Based Retailing Outlets by Channel: % Unit Growth 2007-2012

Table 16 Sales in Non-store Retailing by Channel: Value 2007-2012

Table 17 Sales in Non-store Retailing by Channel: % Value Growth 2007-2012

Table 18 Sales in Retailing by Grocery vs Non-Grocery: 2007-2012

Table 19 Sales in Non-Grocery Retailers by Channel: Value 2007-2012

Table 20 Non-Grocery Retailers Outlets by Channel: Units 2007-2012

Table 21 Sales in Non-Grocery Retailers by Channel: % Value Growth 2007-2012

Table 22 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2007-2012

Table 23 Retailing Company Shares: % Value 2008-2012

Table 24 Retailing Brand Shares: % Value 2009-2012

Table 25 Store-Based Retailing Company Shares: % Value 2008-2012

Table 26 Store-Based Retailing Brand Shares: % Value 2009-2012

Table 27 Store-Based Retailing Brand Shares: Outlets 2009-2012

Table 28 Non-store Retailing Company Shares: % Value 2008-2012

Table 29 Non-store Retailing Brand Shares: % Value 2009-2012

Table 30 Non-Grocery Retailers Company Shares: % Value 2008-2012

Table 31 Non-Grocery Retailers Brand Shares: % Value 2009-2012

Table 32 Non-Grocery Retailers Brand Shares: Outlets 2009-2012

Table 33 Forecast Sales in Retailing by Channel: Value 2012-2017

Table 34 Forecast Sales in Retailing by Channel: % Value Growth 2012-2017

Table 35 Forecast Sales in Store-Based Retailing by Channel: Value 2012-2017

Table 36 Forecast Store-Based Retailing Outlets by Channel: Units 2012-2017

Table 37 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2012-2017

Table 38 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2012-2017

Table 39 Forecast Sales in Non-store Retailing by Channel: Value 2012-2017

Table 40 Forecast Sales in Non-store Retailing by Channel: % Value Growth 2012-2017

Table 41 Forecast Sales in Non-Grocery Retailers by Channel: Value 2012-2017

Table 42 Forecast Non-Grocery Retailers Outlets by Channel: Units 2012-2017

Table 43 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth

2012-2017

Table 44 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth

2012-2017

Appendix

Operating Environment

Cash and Carry

Table 45 Cash and Carry: Sales by National Brand Owner: Sales Value 2009-2012

Table 46 Cash and Carry: Number of Outlets by National Brand Owner: 2009-2012

Definitions

Sources

Summary 1 Research Sources

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