

Consumer Values and Behaviour in Sweden

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Abstracts

This report visually explores everyday habits and behaviours which reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits.

Euromonitor's Consumer Values and Behaviour in Sweden report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

Why buy this report?

Get a detailed picture of the Consumer Values 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.

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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

Scope

Consumer values and behaviour in Sweden

Swedes say that expressing their identity openly with friends and family comes naturally

Older generations are much more comfortable expressing their identity with others

Consumers in Sweden enjoy experimenting with new goods and services

Older consumers are more set on brands they have used previously

Swedes are not as optimistic about the future as the rest of the world

Younger generations are gearing up to work more in the future

When at home, Swedes most frequently choose to connect with friends or family virtually

Safe location remains the most desired home feature

All generations of Swedes are comfortable with their cooking and baking abilities

Swedes say that someone else in the household typically cooks for them

Gen Z are not skilled in the kitchen

Younger generations are more concerned about identifying healthy ingredients

Gen X are the most concerned about balancing work and life

Swedes primarily desire to attain a lucrative wage

Consumers say they uphold a division between their job and private life

Swedish consumers enjoy face-to-face interactions with others

Gen Z spend the most time socialising in person and virtually

Swedish consumers consider relaxation as their top travel consideration

Older generations are particularly interested in relaxation as a feature when on holiday

Less strenuous exercise such as weekly walks/hikes remains the most frequent exercise habit

Older generations are much more likely to enjoy weekly walks or hikes as exercise

Millennials are most concerned about managing stress reduction and mental wellbeing

Swedish consumers are concerned about climate change

Consumers are actively working towards greener and more sustainable practices

Consumers in Sweden are motivated to fix broken items, instead of buying new ones

Swedes hold strong views about boycotting brands/companies not aligned to their beliefs

Bargains impact shopping behaviour, but not at the same level as the global average

Baby boomers are always on the lookout for bargains

Swedes are open to purchasing used or pre-owned goods, far above the global average

Baby boomers are most comfortable adopting a minimalist way of living

Swedish consumers are drawn to digital platforms for streaming online content

Spending on technology to see the biggest decrease

Younger generations foresee increasing spending on travel/holidays the most
Swedish consumers show apprehension regarding their current financial condition
Baby boomers are in a comfortable position financially
Baby boomers are least concerned about saving money or increasing their expenditure
Swedes are less concerned about the impact of technology compared to the global average
Younger generations are more active using technology for online activities
Swedish consumers update their social networks almost daily
Older generations are more active managing their finances online
Younger generations are diligent in both reading reviews and providing feedback of their own
Swedes show support for companies by following their social media updates
Baby boomers are not interested in interacting with companies online in any way

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