

E-Commerce (Goods) in Sweden

<https://marketpublishers.com/r/E6326335416DEN.html>

Date: March 2022

Pages: 48

Price: US\$ 990.00 (Single User License)

ID: E6326335416DEN

Abstracts

Even though the COVID-19 restrictions in Sweden were not as severe as in many other countries, Swedes still tried to avoid crowded places for their own safety. Most consumers looked to take fewer shopping trips, with widespread concerns over catching the virus. The move of sales to e-commerce therefore accelerated in 2020, with stronger than average double-digit growth also continuing in 2021. One of the most dynamic categories was food and drink, with most of the larger grocery retailers adopti...

Euromonitor International's E-Commerce (Goods) 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.

Product coverage: Cross-Border E-Commerce (Goods), E-Commerce (Goods) by Product Category, Mobile E-Commerce (Goods).

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

Why buy this report?

Get a detailed picture of the E-Commerce (Goods) 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.

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