

Flows in Sweden

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Abstracts

The 3% increase in inbound arrivals to Sweden in 2017 was generally driven by the global increase in travel, in addition to the rather weak Swedish krona that continued to drop against both the euro and the US dollar at the end of 2016 and in 2017.

Neighbouring countries registered the highest increases as sources for inbound arrivals, with Denmark among the strong performers as the Swedish krona continued to lose out to the Danish krone. The number of inbound arrivals from Norway fell in the ea...

Euromonitor International's Flows in Sweden report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Domestic Trips, Inbound Arrivals, Outbound Departures.

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

Why buy this report?

Get a detailed picture of the Flows 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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Safety Concerns Hamper Mobile Sales Growth

Smaller Players Still Competitive

Safety A Greater Concern When Travelling

Good But Limited Growth

SWOT

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