

Homeshopping in Sweden

<https://marketpublishers.com/r/HE8FD29CAF5EN.html>

Date: March 2022

Pages: 47

Price: US\$ 990.00 (Single User License)

ID: HE8FD29CAF5EN

Abstracts

Homeshopping has been in decline for many years in Sweden, and was not hit directly by COVID-19. However, an indirect effect of the pandemic was that it pushed more consumers to explore the opportunities and benefits of e-commerce, with a growing proportion of consumers suddenly becoming more familiar with and knowledgeable about online purchases, especially amongst the older generation. In fact, homeshopping can be seen as a precursor to e-commerce, in that it allows the consumer to shop comfor...

Euromonitor International's Homeshopping 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: Apparel and Footwear Homeshopping, Beauty and Personal Care Homeshopping, Consumer Appliances Homeshopping, Consumer Electronics Homeshopping, Consumer Health Homeshopping, Food and Drink Homeshopping, Home Care Homeshopping, Home Improvement and Gardening Homeshopping, Homewares and Home Furnishings Homeshopping, Media Products Homeshopping, Other Homeshopping, Personal Accessories and Eyewear Homeshopping, Pet Care Homeshopping, Traditional Toys and Games Homeshopping, Video Games Hardware Homeshopping.

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

and distribution data.

Why buy this report?

Get a detailed picture of the Homeshopping 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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