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# Homeshopping - Sweden

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## Abstracts

Homeshopping has by tradition been an important retailing channel for Swedish consumers, especially those living in the more isolated regions of northern Sweden. However the growth of internet retailing has come at the expense of homeshopping. Internet retailing recorded strong growth during the review period due to increasing internet penetration and the growing acceptance of and trust in online shopping. At the same time, a large number of retailers, including homeshopping operators, promoted...

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:** Beauty and Personal Care Direct Selling, Beauty and Personal Care Homeshopping, Beauty and Personal Care Internet Retailing, Clothing and Footwear Direct Selling, Clothing and Footwear Homeshopping, Clothing and Footwear Internet Retailing, Consumer Appliances Direct Selling, Consumer Appliances Homeshopping, Consumer Appliances Internet Retailing, Consumer Electronics Direct Selling, Consumer Electronics Homeshopping, Consumer Electronics Internet Retailing, Consumer Healthcare Direct Selling, Consumer Healthcare Homeshopping, Consumer Healthcare Internet Retailing, DIY and Gardening Direct Selling, DIY and Gardening Homeshopping, DIY and Gardening Internet Retailing, Food and Drink Direct Selling, Food and Drink Homeshopping, Food and Drink Internet Retailing, Home Care Direct Selling, Home Care Homeshopping, Home Care Internet Retailing, Housewares and

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Home Furnishings Direct Selling, Housewares and Home Furnishings Homeshopping, Housewares and Home Furnishings Internet Retailing, Media Products Direct Selling, Media Products Homeshopping, Media Products Internet Retailing, Other Direct Selling, Other Homeshopping, Other Internet Retailing, Other Products Vending, Packaged Drinks Vending, Packaged Foods Vending, Personal Hygiene Products Vending, Tobacco Products Vending, Unpackaged Drinks Vending.

**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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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