

# Luxury Goods in Sweden

<https://marketpublishers.com/r/L0A8E13C7D2EN.html>

Date: October 2023

Pages: 38

Price: US\$ 1,210.00 (Single User License)

ID: L0A8E13C7D2EN

## Abstracts

Personal luxury retail value sales increased by 18% in 2023 to amount to PLN6.6 billion, supporting growth recorded by leading brand providers, such as L'Oréal Polska Sp zoo, Kering SA and Chanel SA. Sales fell by 19% in 2020 due to the pandemic, but are now showing recovery, despite higher than normal inflation. Moreover, sales in 2023 were boosted by affluent Ukrainian refugees and the return of international tourists with luxury consumers attracted to investment in luxury goods, such as de...

Euromonitor International's Luxury Goods in Sweden report offers a comprehensive guide to the size and shape of the Luxury Goods market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Luxury Goods retailing along with the development of consumers' shopping patterns. Forecasts to 2027 illustrate how the market is set to change

Product coverage: Experiential Luxury, Fine Wines/Champagne and Spirits, Personal Luxury, Premium and Luxury Cars.

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

Why buy this report?

Get a detailed picture of the Luxury 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.

## Contents

Luxury Goods in Sweden  
Euromonitor International  
October 2023  
List Of Contents And Tables  
LUXURY GOODS IN SWEDEN  
EXECUTIVE SUMMARY  
Luxury goods in 2023: The big picture

### 2023 KEY TRENDS

Competitive landscape  
Retailing developments  
What next for luxury goods?

#### MARKET DATA

Table 1 Sales of Luxury Goods by Category: Value 2018-2023  
Table 2 Sales of Luxury Goods by Category: % Value Growth 2018-2023  
Table 3 Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023  
Table 4 NBO Company Shares of Luxury Goods: % Value 2018-2023  
Table 5 LBN Brand Shares of Luxury Goods: % Value 2019-2023  
Table 6 Distribution of Luxury Goods by Format and Category: % Value 2023  
Table 7 Forecast Sales of Luxury Goods by Category: Value 2023-2028  
Table 8 Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 Research Sources  
EXPERIENTIAL LUXURY IN SWEDEN  
KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Current retail value sales of experiential luxury on the rise in 2023  
Luxury hotels dominates in 2023  
Grand Group AB holds the lead in experiential luxury in 2022  
PROSPECTS AND OPPORTUNITIES  
Retail value sales increase expected over 2023-2028  
Luxury hotels to shape the performance over the forecast period  
CATEGORY DATA

Table 9 Sales of Experiential Luxury by Category: Value 2018-2023

Table 10 Sales of Experiential Luxury by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Experiential Luxury: % Value 2018-2023

Table 12 LBN Brand Shares of Experiential Luxury: % Value 2019-2022

Table 13 Forecast Sales of Experiential Luxury by Category: Value 2023-2028

Table 14 Forecast Sales of Experiential Luxury by Category: % Value Growth  
2023-2028

**FINE WINES/CHAMPAGNE AND SPIRITS IN SWEDEN**

**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Fine wines/champagne and spirits sees rising current retail value sales in 2023

Fine wines is the largest category in terms of retail value sales in the last year of the review period

Mo?t Hennessy Sverige AB is the leading company in fine wines/champagne and spirits in 2022

**PROSPECTS AND OPPORTUNITIES**

Retail value sales forecast to rise in constant 2023 terms over 2023-2028

Fine wines set to see the highest retail value CAGR over the forecast period

New legislation to increase competition and consumer choice

**CATEGORY DATA**

Table 15 Sales of Fine Wines/Champagne and Spirits by Category: Value 2018-2023

Table 16 Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth  
2018-2023

Table 17 NBO Company Shares of Fine Wines/Champagne and Spirits: % Value  
2018-2022

Table 18 Distribution of Fine Wines/Champagne and Spirits by Format: % Value  
2018-2023

Table 19 Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value  
2023-2028

Table 20 Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value  
Growth 2023-2028

**PREMIUM AND LUXURY CARS IN SWEDEN**

**KEY DATA FINDINGS**

## **2023 DEVELOPMENTS**

Premium and luxury cars sees rising current retail value sales in 2023

Number of premium and luxury cars on the rise

Premium and luxury cars is led by Mercedes-Benz AG in 2022

#### PROSPECTS AND OPPORTUNITIES

Retail value sales of premium and luxury cars are set to rise over the forecast period

Online sales of premium and luxury cars are expected to climb

Electric cars on the rise

#### CATEGORY DATA

Table 21 Sales of Premium and Luxury Cars: Value 2018-2023

Table 22 Sales of Premium and Luxury Cars by Category: % Value Growth 2018-2023

Table 23 NBO Company Shares of Premium and Luxury Cars: % Value 2018-2023

Table 24 LBN Brand Shares of Premium and Luxury Cars: % Value 2019-2023

Table 25 Forecast Sales of Premium and Luxury Cars: Value 2023-2028

Table 26 Forecast Sales of Premium and Luxury Cars: % Value Growth 2023-2028

#### PERSONAL LUXURY IN SWEDEN

#### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Personal luxury sees a rise in current retail value sales in 2023

Designer apparel and footwear (ready-to-wear) is dominated by designer apparel (ready-to-wear)

Luxury eyewear sees rising retail value sales in 2023

Luxury jewellery retail value sales rise in 2023

Luxury leather goods sees positive retail value growth in 2023

Retail value sales of luxury wearables electronics increase in 2023

Luxury timepieces enjoys retail value sales increase

Retail value sales of writing instruments and stationery on the increase in 2023

Super premium beauty and personal care is on the up

E Saether AB holds the lead in personal luxury in 2022

#### PROSPECTS AND OPPORTUNITIES

Retail value sales to rise in 2023 constant terms over the forecast period

Designer apparel and footwear (ready-to-wear) is set to remain the highest-value category

Luxury wearables electronics is expected to see the fastest retail value growth over the forecast period

#### CATEGORY DATA

Table 27 Sales of Personal Luxury by Category: Value 2018-2023

Table 28 Sales of Personal Luxury by Category: % Value Growth 2018-2023

Table 29 NBO Company Shares of Personal Luxury: % Value 2018-2023

Table 30 LBN Brand Shares of Personal Luxury: % Value 2019-2023

Table 31 Distribution of Personal Luxury by Format: % Value 2018-2023

Table 32 Forecast Sales of Personal Luxury by Category: Value 2023-2028

Table 33 Forecast Sales of Personal Luxury by Category: % Value Growth 2023-2028

## I would like to order

Product name: Luxury Goods in Sweden

Product link: <https://marketpublishers.com/r/L0A8E13C7D2EN.html>

Price: US\$ 1,210.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/L0A8E13C7D2EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970