

Megatrends in Sweden

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Abstracts

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends and insights as to how each trend has manifested in Sweden.

Euromonitor's Megatrends in Sweden report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

Why buy this report?

Get a detailed picture of the Megatrends 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

Scope

The drivers shaping consumer behaviour

Megatrend Framework

Businesses harness megatrends to renovate, innovate and disrupt

Digital living

Three Sweden improves home network connectivity with new Inseego 5G router

Swedes lag behind their global counterparts in most areas of personal tech

Consumers are wary of sharing their personal information

Millennials are the most active in both sharing and protecting their data

Family and friends are the most trusted source of information

Shift towards online activities set to continue

Experience more

H&M offered chance to win a shareable tailored selfie with one of its new virtual looks

Swedes prefer real world over virtual experiences

The pandemic drove consumers to socialise online

Travellers prioritise relaxation and safety

Gen Z are the most eager to increase both online and offline activities

Middle class reset

Coop Sweden caters to squeezed consumers with new soft discounter format

Mindful consumption is on the rise

Repurposing continues to gain traction

Gen Z are the most frugal cohort

Premiumisation

Premium plant-based pizza brand One Planet Pizza debuts in Sweden

Millennials are the most individualistic cohort

Swedes are less confident in their investments than their global peers

Quality is a priority when it comes to clothing and home essentials

Shifting market frontiers

Lifvs expands its network of unstaffed grocery kiosks across rural Sweden

International products are more widely available despite global supply disruptions

Baby Boomers are the most eager to support local businesses

Shopping reinvented

Reitan Convenience's new PBX concept is designed to test new sustainability strategies

Most clothing and accessories now purchased online

Brand engagement by Swedish shoppers is still relatively low

Young consumers are stepping up their interaction with companies on social media

Sustainable living

AliasSmith launches cardboard tequila bottle made with 94% recycled material

Swedes are highly supportive of ecological issues

Recycling and reducing food waste are top environmental concerns

Almost a third of consumers boycott brands that do not share their beliefs

Recyclable and biodegradable packaging types are considered the most sustainable

Wellness

Mycorena creates prototype for healthier, mycoprotein-based butter alternative

Over half of Swedes regularly take health supplements

Massage is the most common way to deal with stress

Swedes lag behind global counterparts in health tech

Only around half of consumers take health and safety precautions outside the home

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