

# Mixed Retailers in Sweden

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## Abstracts

Low-price grocery and non-grocery stores continued to perform well in 2016, despite the economic situation. For many specialist retailers, low-price stores, such as variety stores and mass merchandisers, constitute a bigger threat to their operations than internet retailing. Much of this is because many Swedish consumers are opting for external commerce (externhandeln) rather than city shopping. Large shopping complexes on the outskirts of cities, where numerous stores are built next to each oth...

Euromonitor International's Mixed Retailers 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:** Department Stores , Mass Merchandisers, Variety Stores, Warehouse Clubs.

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

## Why buy this report?

Get a detailed picture of the Mixed Retailers 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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Rise of the Internet and M-commerce

Both Grocery Retailers and Non-grocery Specialists Make Headway in 2016

Domestic Players Maintain Their Lead

Greater Economic Uncertainty Is Set To Reduce Consumer Spending on Retailing

Key Trends and Developments

Rising Consumer Confidence Boosts Sales of Non-groceries

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