

Norstedts Förlagsgrupp AB in Consumer Electronics (Sweden)

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Abstracts

Norstedts will continue to provide e-readers for its customers in Sweden over the forecast period as a complement to its main business of selling books. As sales of e-readers continue to struggle in Sweden, however, the volume of e-readers for Norstedts is also expected to stagnate. The volume decline for Norstedts will also be faster than the market average as its brands iRiver and Cybook are less popular than the ones Sony and Amazon carries.

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