

# Sweden: Consumer Profile

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Date: October 2024

Pages: 0

Price: US\$ 1,450.00 (Single User License)

ID: S540981EDEEBEN

## Abstracts

While Millennials was the largest generational group in Sweden in 2023, Generation Z is becoming a powerful consumer cohort. Both generations are tech savvy and comfortable with using digital platforms and marketplaces when making purchases. This is pushing businesses to innovate with new digital solutions, and Sweden is also well on its way to become a cashless society.

Euromonitor's Sweden: Consumer Profile 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.

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## Contents

Scope

Key findings

Key drivers affecting consumers in Sweden in 2023

How developments today shape consumer of tomorrow

Swedes currently face lower health risks, but obesity rates set increase

Opportunities for growth

A safe location has become the most important home feature as urban crime surges

Key findings consumer survey

All generations value quality in household purchases

Repairing, recycling and minimalist lifestyles more common in Sweden than elsewhere

Boomers and Gen X are more likely to engage in green activities than younger cohorts

Swedes concerned about their finances, often due to substantial debt

Swedes prioritise work-life balance, although for Gen Z a good salary is more important

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