

# Sweden Online Retail Market Summary, Competitive Analysis and Forecast to 2026

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## Abstracts

Sweden Online Retail Market @Summary, Competitive Analysis and Forecast to 2026

### SUMMARY

Online Retail in Sweden industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2016-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The online retail market includes all sales within Clothing & Footwear, Electricals, Food & Grocery, Health & Beauty, Home and Other (Books, News & Stationery, Jewelry & Watches, Luggage & Leather Goods, Music, Video & Entertainment Software, Sports & Leisure Equipment and others) segments, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is included irrespective of whether the vendor is a pure-play internet company or the online offering of a bricks and mortar retailer. Online specialists retailers include sell only via the internet. Other online retail is a sell done online by retailers that also operate via offline channels (in-store, mail order, direct selling, etc.)

The Swedish online retail market had total revenues of \$16,867.4m in 2021, representing a compound annual growth rate (CAGR) of 17.7% between 2017 and 2021.

Other Online Retail account for the largest proportion of sales in the Swedish online retail market in 2021, sales through this channel generated \$9,328.2m, equivalent to 55.3% of the market's overall value.

Sweden witnessed higher level of tech investments within ecommerce taking place during the pandemic with many retailers experimenting with live shopping.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the online retail market in Sweden

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online retail market in Sweden

Leading company profiles reveal details of key online retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Sweden online retail market with five year forecasts by both value and volume

## REASONS TO BUY

What was the size of the Sweden online retail market by value in 2021?

What will be the size of the Sweden online retail market in 2026?

What factors are affecting the strength of competition in the Sweden online retail market?

How has the market performed over the last five years?

How large is Sweden's online retail market in relation to its regional counterparts?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. What are the main business models in the market?
- 7.3. What strategies do the leading players follow?
- 7.4. Who are the main challengers to the incumbents?
- 7.5. What is the rationale for the recent M&A activity?

## **8 COMPANY PROFILES**

- 8.1. Elkjop Nordic AS
- 8.2. Komplet Group
- 8.3. Zalando SE
- 8.4. Apple Inc
- 8.5. H & M Hennes & Mauritz AB

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Sweden online retail sector value: \$ million, 2016–21
- Table 2: Sweden online retail sector category segmentation: % share, by value, 2016–2021
- Table 3: Sweden online retail sector category segmentation: \$ million, 2016-2021
- Table 4: Sweden online retail sector geography segmentation: \$ million, 2021
- Table 5: Sweden online retail sector distribution: % share, by value, 2021
- Table 6: Sweden online retail sector value forecast: \$ million, 2021–26
- Table 7: Elkjop Nordic AS: key facts
- Table 8: Elkjop Nordic AS: Key Employees
- Table 9: Komplet Group: key facts
- Table 10: Komplet Group: Annual Financial Ratios
- Table 11: Komplet Group: Key Employees
- Table 12: Zalando SE: key facts
- Table 13: Zalando SE: Annual Financial Ratios
- Table 14: Zalando SE: Key Employees
- Table 15: Apple Inc: key facts
- Table 16: Apple Inc: Annual Financial Ratios
- Table 17: Apple Inc: Key Employees
- Table 18: Apple Inc: Key Employees Continued
- Table 19: H & M Hennes & Mauritz AB: key facts
- Table 20: H & M Hennes & Mauritz AB: Annual Financial Ratios
- Table 21: H & M Hennes & Mauritz AB: Key Employees
- Table 22: H & M Hennes & Mauritz AB: Key Employees Continued
- Table 23: Sweden size of population (million), 2017–21
- Table 24: Sweden gdp (constant 2005 prices, \$ billion), 2017–21
- Table 25: Sweden gdp (current prices, \$ billion), 2017–21
- Table 26: Sweden inflation, 2017–21
- Table 27: Sweden consumer price index (absolute), 2017–21
- Table 28: Sweden exchange rate, 2017–21

## List Of Figures

### LIST OF FIGURES

Figure 1: Sweden online retail sector value: \$ million, 2016–21

Figure 2: Sweden online retail sector category segmentation: \$ million, 2016-2021

Figure 3: Sweden online retail sector geography segmentation: % share, by value, 2021

Figure 4: Sweden online retail sector distribution: % share, by value, 2021

Figure 5: Sweden online retail sector value forecast: \$ million, 2021–26

Figure 6: Forces driving competition in the online retail sector in Sweden, 2021

Figure 7: Drivers of buyer power in the online retail sector in Sweden, 2021

Figure 8: Drivers of supplier power in the online retail sector in Sweden, 2021

Figure 9: Factors influencing the likelihood of new entrants in the online retail sector in Sweden, 2021

Figure 10: Factors influencing the threat of substitutes in the online retail sector in Sweden, 2021

Figure 11: Drivers of degree of rivalry in the online retail sector in Sweden, 2021

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