

Supermarkets in Sweden

April 2024

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Supermarkets in Sweden - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Supermarkets adapt strategies to gain a competitive advantage Supermarkets use price reduction campaigns to win over consumers Axfood gains ground on ICA Sverige in 2023

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Focus on pricing strategies to be maintained as macroeconomic uncertainty remains Supermarkets to adopt the latest technologies Food waste is one of key priorities among sustainable goals

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