

# **Convenience Retailers in Sweden**

April 2024

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#### Convenience Retailers in Sweden - Category analysis

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Convenience retailers experience a tough business period at the end of the review period Creative advertising campaigns to lure consumers to Pressbyrån outlets Unmanned outlets offer expansion opportunities for smaller formats like convenience stores

#### PROSPECTS AND OPPORTUNITIES

The stabilisation of the inflation rate to help convenience stores reduce costs and increase margins Reuseable packaging to be offered to consumers Improving electric charging facilities to boost forecourt retailers' sales opportunities

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