

Small Local Grocers in Sweden

April 2024

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Small Local Grocers in Sweden - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Small local grocers remain under strong pressure from rival grocery retailers

Consumers become more rational amid high economic concerns

Specialisation and unique positioning strategies for the survival of small local grocers

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Grocery retailing's direction of travel continues to move away from small local grocers

Catching a unique experience and sustainability wave

Traditional focus to marry with technological tools

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