

# General Merchandise Stores in Sweden

April 2024

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## General Merchandise Stores in Sweden - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Variety stores' success draws the attention of investors

Rusta goes public and lists on Nasdaq Stockholm

A first full year of operations for Åhléns under a new owner

#### PROSPECTS AND OPPORTUNITIES

Variety stores is set to continue to develop and grow in retail value sales and outlet terms

Norwegian player Europris AS to acquire ÖoB in full

Department stores retains room for further development as a channel in Sweden

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