



# Consumer Lifestyles in Sweden

October 2026

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Scope

## CONSUMER LANDSCAPE

Consumer landscape in Sweden 2026

## PERSONAL TRAITS AND VALUES

Personal traits and values

Consumers in Sweden are worried about the rising cost of everyday goods

Time to volunteer is most prioritised by older generations

Baby Boomers are most likely to buy from companies and brands that they trust

Baby Boomers value real world experiences

Gen Z anticipate that they will be happier in future

Personal traits and values survey highlights

## HOME LIFE AND LEISURE TIME

Home life and leisure time

Connecting with friends or family virtually is popular Gen Z home activity

Consumers in Sweden like engaging in personal interactions with friends

Respondents look for relaxation when travelling

Home life and leisure time survey highlights

## EATING AND DIETARY HABITS

Eating and dietary habits

Millennials are most likely to monitor what they eat in order to manage their weight

Gen Z are most likely to have someone else in the house cook for them

Consumers cook or bake dishes themselves

Millennials are most likely to closely read nutrition labels

Baby Boomers are most likely to reach for locally source products

Eating and dietary habits survey highlights

## WORKING LIFE

Working life

Gen X want to work where employee health and safety is prioritised

Consumers in Sweden want to have a job that allows for a strong work-life balance

Gen Z want to earn a high salary

Consumers expect to have flexible start and finish times in the future

Working life survey highlights

## HEALTH AND WELLNESS

Health and wellness

Consumers in Sweden engage in walking or hiking

Yoga remains a popular stress-reduction activity Gen Z

Respondents think health and nutritional properties is the most influential product feature

Gen Z frequently use apps to track health or fitness

Health and wellness survey highlights

## SHOPPING AND SPENDING

Shopping and spending

Consumers enjoy discovering good deals

Gen Z regularly buy themselves small treats

Baby Boomers seek niche brands that are hard-to-find or unique

Older generations make more of an effort to buy local goods

Swedes often sell used or second-hand items

Gen Z regularly offer insights of a companies' offerings online  
Millennials are most likely to buy items online  
Swedes are set to increase spending on groceries the most  
Baby Boomers are capable of routinely putting away a portion of their salary  
Shopping and spending survey highlights

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