



Euromonitor
International

Lodging (Destination) in Sweden

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Travellers increasingly seek accommodation that extends the destination experience

Premium and value travellers support distinct accommodation concepts

Renovation and reuse strengthen the competitiveness of existing hotel stock

Chart 1 Lodging (Destination) Sales: Value 2021-2031

Chart 2 Lodging (Destination) Sales by Category: Value 2026

WHAT'S NEXT?

Selective travellers are expected to place greater emphasis on value and relevance

Frictionless booking and guest journeys are set to become stronger differentiators

Revenue growth is expected to depend increasingly on pricing and partnerships

Chart 1 Forecast Lodging (Destination) Sales: Value 2021-2031

Chart 2 Forecast Lodging (Destination) Sales by Category: Value 2026-2031

PRODUCTS

Experiential accommodation concepts reshape lodging development

The Swedish Tourist Association expands nature-based accommodation options

Asset renewal and clear positioning strengthen competitiveness

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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