



**Euromonitor
International**

Travel in Sweden

September 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Value-conscious and experience-seeking travellers drive growth through different paths

Experiences and personal interests shape travel decisions

Government support helps maintain connectivity and travel confidence

Chart 1 Travel Sales by Category: Value 2026

WHAT'S NEXT?

Value-conscious demand is set to keep pricing and flexibility in focus

Climate and overtourism pressures are poised to create opportunities for nature-rich destinations

Digitalisation and automation are forecast to advance across the travel journey

Chart 1 Forecast Travel Sales by Category: Value 2026-2031

COMPETITIVE LANDSCAPE

SAS strengthens Nordic connectivity as Airbnb adapts to evolving demand

PRODUCTS

Integrated travel propositions gain importance as travellers seek greater convenience

Experience-led stays expand beyond Sweden's main destinations

Stronger integration and destination engagement create new revenue opportunities

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/travel-in-sweden/report.