

# Discounters in Sweden

April 2024

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## Discounters in Sweden - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Challenging macroeconomic situation drives turnover for discounters

As Lidl dominates discounters in Sweden its main competitors are found in other areas of grocery retailing

Costco Wholesale emerges as a potential threat to discounters

## PROSPECTS AND OPPORTUNITIES

Geopolitical and economic challenges to continue to boost the appeal of discounters

Lidl to continue its gradual expansion around the country

Lidl is a key partner of EURO 2024 in Germany

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