Supermarkets in Sweden - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Supermarkets maintains stable growth in 2022 despite rising cost of living
Share of private label remains relevant as players meet consumers’ needs
Coop launches new, economy-positioned brand

PROSPECTS AND OPPORTUNITIES
Challenging economic outlook will favour other grocery channels over supermarkets
Innovation will be an important competitive tool for channel players
New economy-positioned brand set to gain share in the coming years

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Retail in Sweden - Industry Overview

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Retail in 2022: The big picture
Technical advancements shape retail
Sustainability comes to the fore
What next for retail?

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Informal retail
Opening hours for physical retail
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Seasonality
Christmas
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