

# Megatrends in Sweden

November 2022

Table of Contents

## Scope

The drivers shaping consumer behaviour

### Megatrend Framework

Businesses harness megatrends to renovate, innovate and disrupt

### Digital living

Three Sweden improves home network connectivity with new Inseego 5G router

Swedes lag behind their global counterparts in most areas of personal tech

Consumers are wary of sharing their personal information

Millennials are the most active in both sharing and protecting their data

Family and friends are the most trusted source of information

Shift towards online activities set to continue

### Experience more

H&M offered chance to win a shareable tailored selfie with one of its new virtual looks

Swedes prefer real world over virtual experiences

The pandemic drove consumers to socialise online

Travellers prioritise relaxation and safety

Gen Z are the most eager to increase both online and offline activities

### Middle class reset

Coop Sweden caters to squeezed consumers with new soft discounter format

Mindful consumption is on the rise

Repurposing continues to gain traction

Gen Z are the most frugal cohort

### Premiumisation

Premium plant-based pizza brand One Planet Pizza debuts in Sweden

Millennials are the most individualistic cohort

Swedes are less confident in their investments than their global peers

Quality is a priority when it comes to clothing and home essentials

### Shifting market frontiers

Lifvs expands its network of unstaffed grocery kiosks across rural Sweden

International products are more widely available despite global supply disruptions

Baby Boomers are the most eager to support local businesses

### Shopping reinvented

Reitan Convenience's new PBX concept is designed to test new sustainability strategies

Most clothing and accessories now purchased online

Brand engagement by Swedish shoppers is still relatively low

Young consumers are stepping up their interaction with companies on social media

### Sustainable living

AliasSmith launches cardboard tequila bottle made with 94% recycled material

Swedes are highly supportive of ecological issues

Recycling and reducing food waste are top environmental concerns

Almost a third of consumers boycott brands that do not share their beliefs

Recyclable and biodegradable packaging types are considered the most sustainable

### Wellness

Mycorena creates prototype for healthier, mycoprotein-based butter alternative

Over half of Swedes regularly take health supplements

Massage is the most common way to deal with stress

Swedes lag behind global counterparts in health tech

Only around half of consumers take health and safety precautions outside the home

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