



**Euromonitor
International**

Consumer Values and Behaviour in Sweden

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Scope

HIGHLIGHTS

Consumer values and behaviour in Sweden

PERSONAL TRAITS AND VALUES

Consumers have complex ideals, preferences and concern

Older generations are most concerned about the rising costs of daily goods

Swedes have enjoying trying new products and services

Older generations purchase items from companies and brands that they trust

Consumers expect they will be happier in five years time

Gen Z expect to work more than they do now

HOME LIFE

While at home, consumers in Sweden connect with friends or family virtually

COOKING AND EATING HABITS

Swedes prefer to cook or bake themselves

A quarter of Sweden say someone else in the household typically cooks for them

Younger generations state that cooking meals is too expensive

38% of consumers look for healthy ingredients in food and beverages

WORKING LIFE

Generation X prefer to work close to home

Swedes primarily desire to ensure stability in employment

Swedes say they uphold a division between their job and private life

LEISURE

Consumers in Sweden enjoy socialising with friends online

Younger generations socialise in person more frequently

Consumers' top travel priority is relaxation

Millennials look for value for money when travelling

HEALTH AND WELLNESS

Swedes engage in walking or hiking for exercise

Gen Z are most likely to run or jog for exercise

Swedes are interested in massages to improve wellbeing

SUSTAINABLE LIVING

Consumers are feeling uneasy about the effects of climate change

Over half of consumers actively recycle items and reduce food waste

Swedes are motivated to repair damaged objects instead of purchasing new ones

Generation Z are most likely to buy from brands that share their political and social values

SHOPPING

Consumers in Sweden enjoy discovering good deals

Younger generations are most likely to visit retail centers

Consumers are open to purchasing used or pre-owned goods

Older generations are most likely to buy private label and low cost goods

Swedes subscribe to streaming platforms on the internet

SPENDING

Consumers in Sweden expect to increase spending on groceries

Gen Z set to increase spending on clothing and footwear the most

35% of consumers show apprehension regarding their current financial condition

Baby Boomers are most comfortable with their finances

Younger generations plan to save over the next 12 months

TECHNOLOGY

Swedes state that online targeted ads are intrusive

Baby Boomers are most likely to manage data sharing and privacy settings

Swedes access social media accounts to edit profiles

Generation Z and Millennials regularly stream videos

Younger generations are most likely to read consumer reviews

Consumers follow or like companies' social media feed or posts

Younger generations help promote products by sharing

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