

Homeshopping in Sweden

March 2022

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Homeshopping in Sweden - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Accelerated decline for homeshopping

Catalogues maintain some relevance, but TV shopping has disappeared

Consumers shift to e-commerce for their apparel and footwear needs

PROSPECTS AND OPPORTUNITIES

Consumer base to continue to decline as even older consumers turn to e-commerce

There may be no place for homeshopping in the changing Swedish retail landscape

No new entrants expected, and current players will move to e-commerce

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