

2024/2025

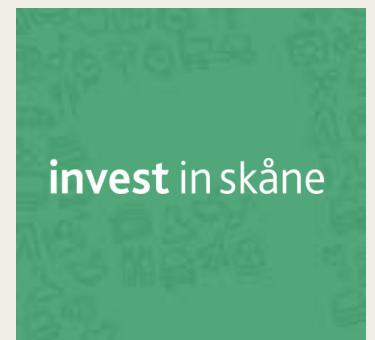
# *Retail Guide* SWEDEN



# HEJ!

*This guide charts retail opportunities in Sweden's three largest city regions – **Stockholm**, **Gothenburg** and **Malmö** (Skåne) and provides facts and maps about the Swedish market, consumers and key retail areas.*

*The purpose of this guide is to give an overview and assist you in evaluating an entry into this dynamic market.*





## STOCKHOLM



Photo: Yirui Aries/Imagebank.sweden.se

## GOTHENBURG



Photo: Felix Gerlach/Imagebank.sweden.se

## MALMÖ



Photo: Wemer Nystrand/Imagebank.Sweden.se

## INTRODUCTION

Retail Guide Sweden is the go-to resource for companies aiming to establish, grow, or strengthen their presence in the Swedish retail market. With a comprehensive and strategic approach, the guide offers valuable insights and data to support brands, retailers, property owners, and investors in navigating a dynamic landscape offering significant opportunities.

Designed to both inform and inspire, the guide blends in-depth analysis with concrete facts on consumer behaviour, demographic trends, key retail locations, and shopping districts across Sweden. Special attention is given to the country's three major metropolitan areas: Stockholm, Gothenburg, and Malmö.

Supported by leading industry players, the guide showcases Sweden's strengths as a retail nation – highlighting its stable economy, digital maturity, strong focus on sustainability and its consumer market.

Whether you're entering the market or expanding your footprint, The Retail Guide provides a clear, actionable introduction to the country's retail landscape.

# KEY FACTS ABOUT SWEDEN

## REASONS TO CHOOSE SWEDEN

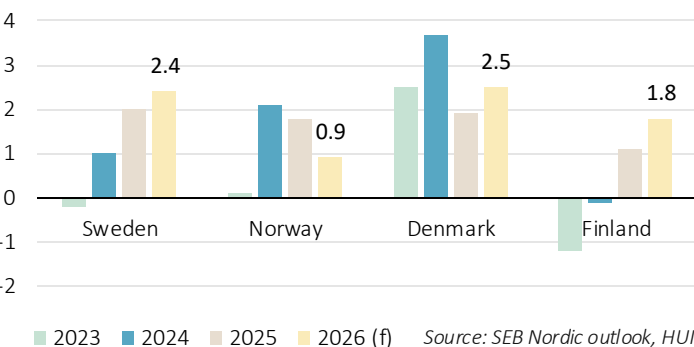
The EU's 7<sup>th</sup> largest  
economy per capita

### AN ATTRACTIVE OPPORTUNITY

International companies are attracted to Sweden for numerous reasons. The country is a global leader in innovation with a highly skilled labour force, consumers eager to adopt new technologies, smooth business procedures and an openness to international ownership.

Sweden stands out and outperforms the rest of Europe in many key areas, such as in terms of economy, innovation and competitiveness. Equally important, it is a nation of high-income earners who devote a large share of their spending on retail and food & beverages. Swedes are also recognised as trendsetters who are innately curious about new international brands and products.

### GDP DEVELOPMENT AND FORECAST, %

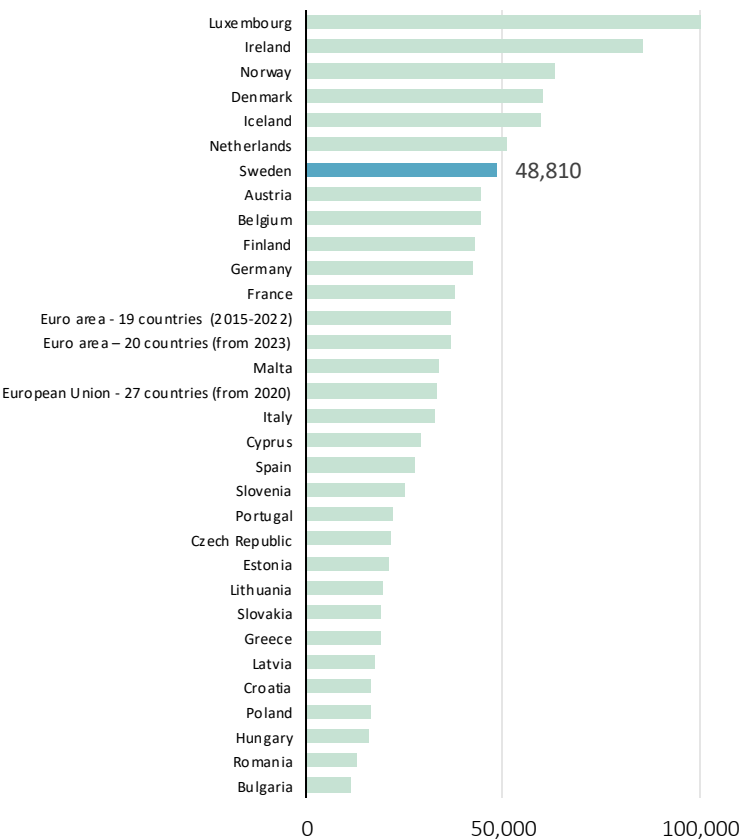


### THE SWEDISH RETAIL MARKET – KEY FIGURES

Retail sales and GDP development	2024	2025 (f)	2026 (f)
GDP (%)	1,0	2,0	2,4
Private consumption (%)	0,3	2,6	3,0
Total retail trade (%)	2,0	4,0	2,5
Groceries (%)	3,0	4,0	2,5
Durable goods (%)	1,5	4,5	3,0

Source: HUI

### EUROPEAN UNION GDP PER CAPITA IN 2024, CURRENT PRICES, EUR



# THE SWEDISH RETAIL MARKET

## AS THE NORDIC COUNTRY WITH THE HIGHEST RETAIL TURNOVER, SWEDEN IS AN INCREASINGLY ATTRACTIVE MARKET FOR EXPANSION

### STRONG RETAIL SALES GROWTH IN SWEDEN

The Swedish retail market has enjoyed positive annual growth for over two decades, fueled both by steadily increasing population growth and rising disposable income. The retail market is projected to grow during the following years as well.



Photo: Margareta Bloom Sandebäck/imagebank.sweden.se

### OPPORTUNITIES FOR INTERNATIONAL RETAILERS

For international retailers seeking growth and diversification, the Swedish retail market is an increasingly attractive market for expansion. The Swedish marketplace has traditionally been dominated by domestic brands and by a small number of large chains, especially in the high-volume clothing, furniture and food retail segments. It has therefore remained relatively untapped by international retailers. Two examples of this are Swedish H&M, the second largest apparel retailer in the world, and IKEA, the world’s largest furniture retailer.

In recent years many international brands have entered the Swedish retail market and established a popular position among consumers. Popular international brands with several stores in Sweden include Zara, Lidl and Sephora. More recently, actors such as Uniqlo have opened in Sweden and are laying the foundations for further expansion.

### RETAIL TURNOVER IN THE NORDICS

Retail turnover index and population per country

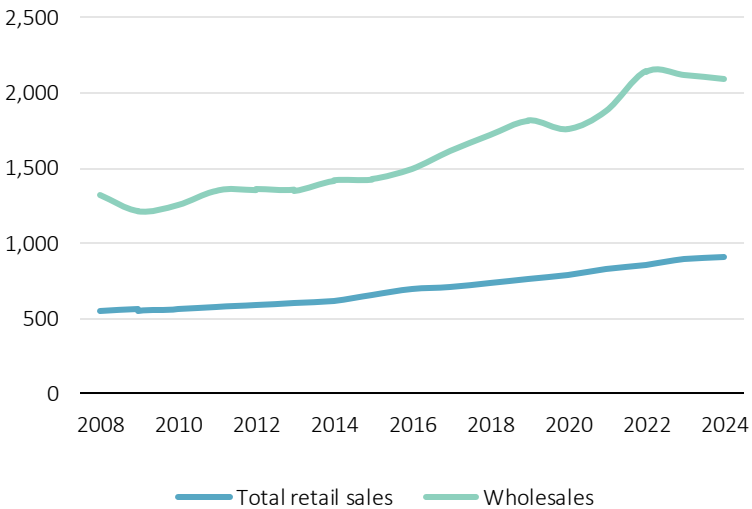
	SE	NO	DK	FI
Retail turnover index (2025 Mar)	113,5	113,9	109,2	106,2
Inhabitants (2024)	10,6	5,5	6,0	5,6

Source: Eurostat

*Swedish retail has grown by an average of 3 percent per year since 2008*

### TOTAL RETAIL AND WHOLESALLES

Net sales



Source: Swedish Trade Association

# FOODIE NATION

## ONE OF EUROPE'S HAUTE CUISINE SPOTS

The restaurant and food segments in Sweden offer high potential in terms of purchasing power, consumer interest, as well as favorable conditions for foreign companies to establish themselves. People living in Sweden are distinct for their great interest in eating out, compared to other countries in the Nordics, as well as for their appreciation for healthy food concepts. This has helped Sweden to emerge as a foodie nation, and with its modern food scene and world-recognized Swedish chefs, it has transformed itself into one of Europe's haute cuisine spots.

## SWEDES LOVE TO EAT OUT

While it is not necessarily always cheap to eat out in Sweden, it is a popular form of social interaction both for residents and for the millions of tourists that visit each year. Swedes are spending more and more of their disposable income in restaurants, and they value concepts that offer inventive menus, unique flavors, and trendy experiences. Consequently, property owners and mall owners are devoting more retail space to restaurants.

## NEW RESTAURANT ENTRANTS

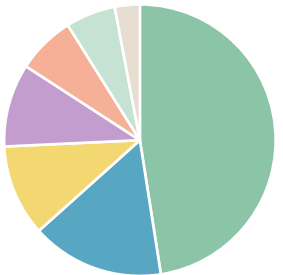


*Sweden offers world-class cuisine with a total of 22 Michelin star restaurants*

## SWEDEN - HIGHEST RETAIL TURNOVER IN THE NORDICS

Sales share per segment 2024

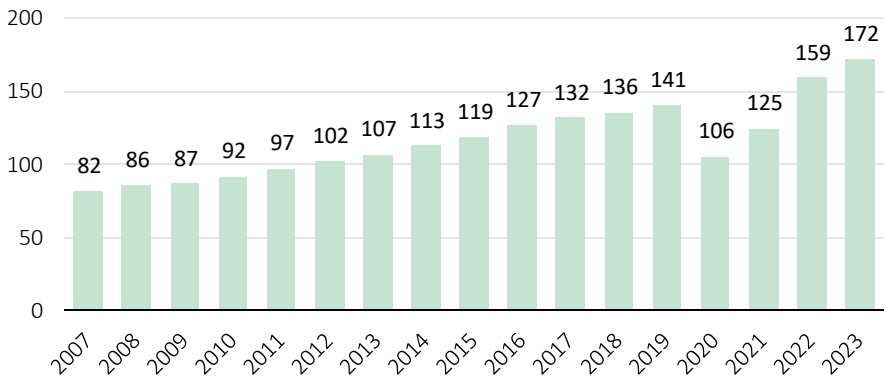
Lunch & evening restaurants	48%
Fast food restaurants	16%
Entertainment venues and bars	11%
Hotel restaurants	10%
Roadside restaurants	7%
Cafés/coffee shops	6%
Workplace restaurants	3%



Source: Statistics Sweden Restaurangindex

## RESTAURANT TURNOVER, 2017-2023

Billion SEK



Source: Statistics Sweden Restaurangindex

# THRIVING E-COMMERCE IN SWEDEN

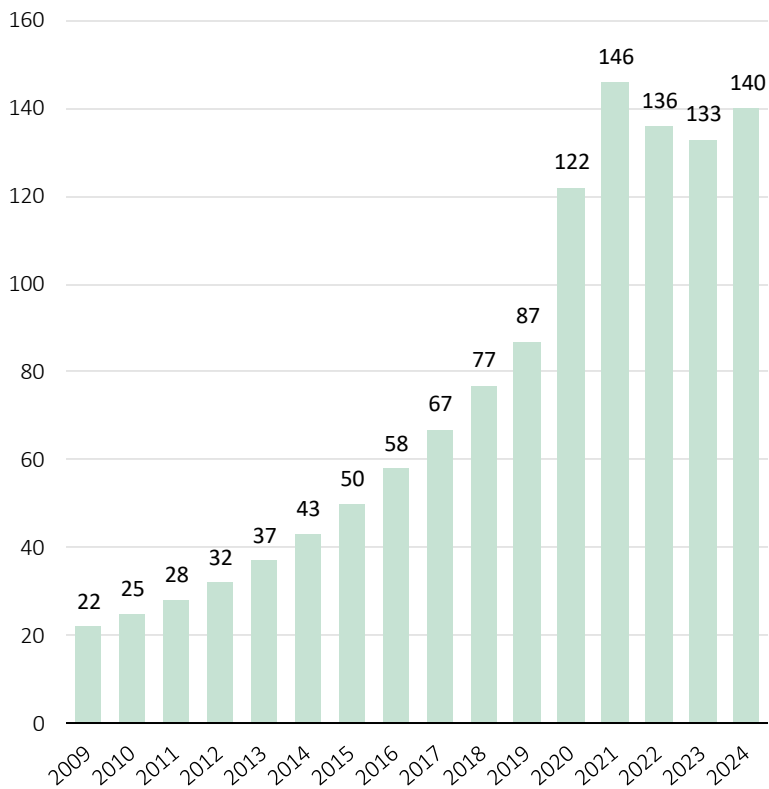
## EUROPEAN E-COMMERCE BOOMS, SWEDISH CONSUMERS GO INTERNATIONAL

E-commerce is showing strong growth in Europe and each year hundreds of million Europeans say that they regularly shop online. In fact, Sweden has one of the highest rates of online shopping in the world. Growing e-commerce is creating an increasing interest in international brands amongst Swedish consumers and for example, when Swedes are asked to name their favourite online store, national and international, the German e-commerce chain Zalando ranks in second place. Germany, China, Great Britain, Denmark and the US top the list as consumers increasingly choose to shop on international sites.



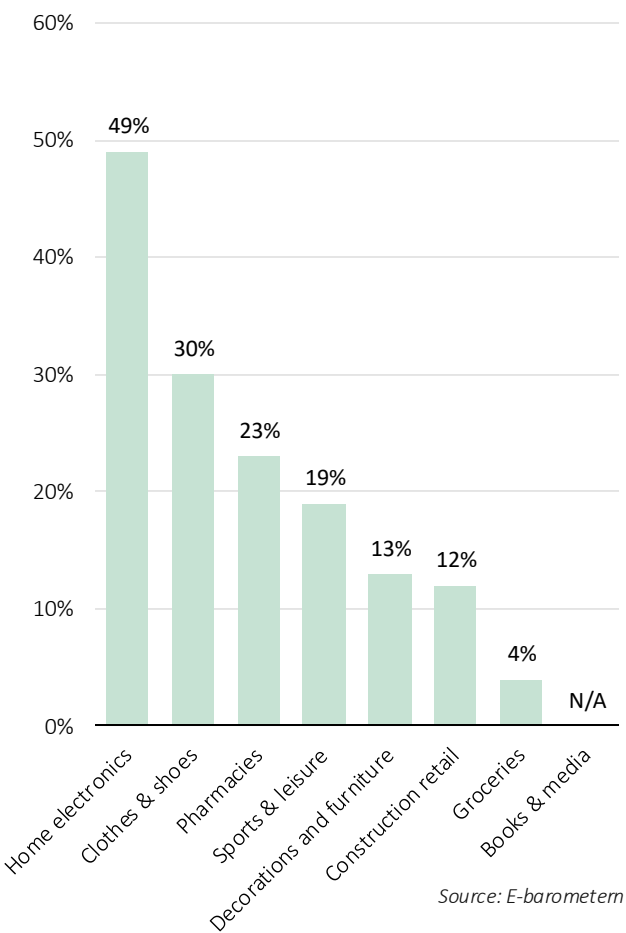
Photo: Istock.com

## E-COMMERCE TURNOVER, BILLION SEK



Source: E-barometern

## SHARE OF E-COMMERCE CONSUMERS PER SEGMENT



Source: E-barometern



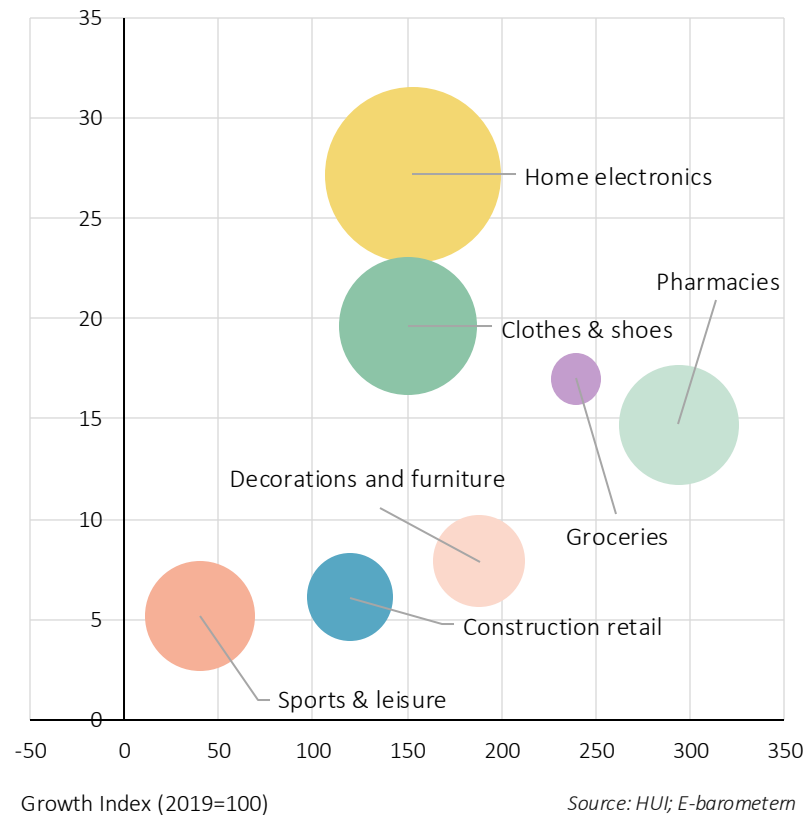
# THRIVING E-COMMERCE IN SWEDEN

## A GROWING CONSUMER INTEREST FOR INTERNATIONAL BRANDS

Despite the growing interest in foreign e-commerce stores in recent years, there is still room for more international actors within all e-commerce segments and some are still relatively untapped by international players, such as “beauty & health” and “books & media”. One path to success in the Swedish retail market might begin with an online store, in order to better understand Swedish consumer behavior and which commodities Swedes are interested in. Many online consumers prefer a foreign webstore over a Swedish one, because they could not find the product they were looking for in Swedish e-commerce stores. This indicates that the market is still unsaturated and that there is a need for a wider Swedish retail selection.

## E-COMMERCE SALES AND GROWTH PER SEGMENT

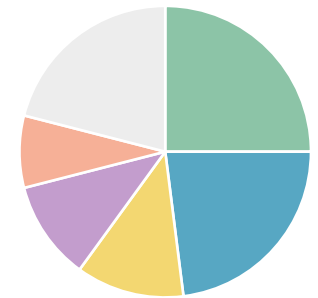
Size of bubble represents percentage of total segment



## TOP FIVE COUNTRIES ATTRACTING E-COMMERCE FROM SWEDISH CONSUMERS

2024

1. China	25%
2. Germany	23%
3. Denmark	12%
4. UK	11%
5. USA	8%
6. All other countries	21%



Source: E-barometern



Photo: Istock.com



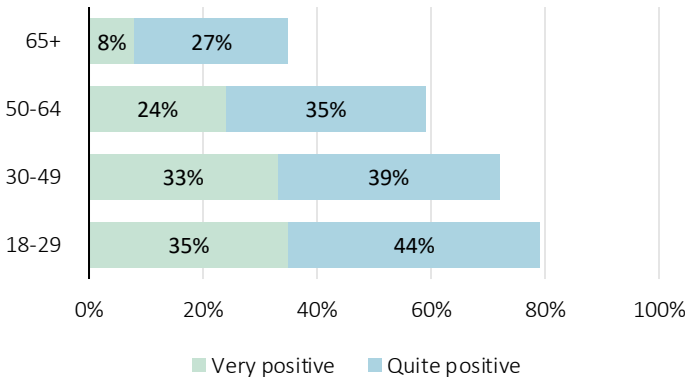
# LOYAL EARLY ADOPTERS WITH A NEED FOR A WIDER SELECTION

## SWEDEN – A FRONTRUNNER IN ADOPTING NEW TECHNOLOGIES

The tech-savvy Swedes are known not only for rapidly adopting new trends from abroad, but also for setting them. The cultural and creative industries are especially strong in Sweden, which is home to trailblazing companies such as Mojang (developer of the world-building Minecraft computer game), Spotify and a vibrant music and fashion scene – and consumers are quick to pick up on new movements.

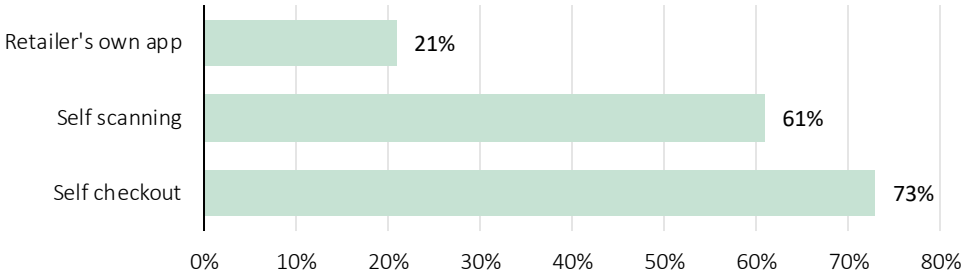
## WHAT IS YOUR GENERAL SENTIMENT TOWARDS TECHNICAL SOLUTIONS IN RETAIL STORES?

Share per age group



## IN STORE TECHNOLOGIES ON THE RISE IN THE GROCERY SEGMENT

Which of the following technical solutions have you used when shopping in a physical grocery store?



*Ranked 2<sup>nd</sup> on the Frontier Technologies Readiness Index 2024*

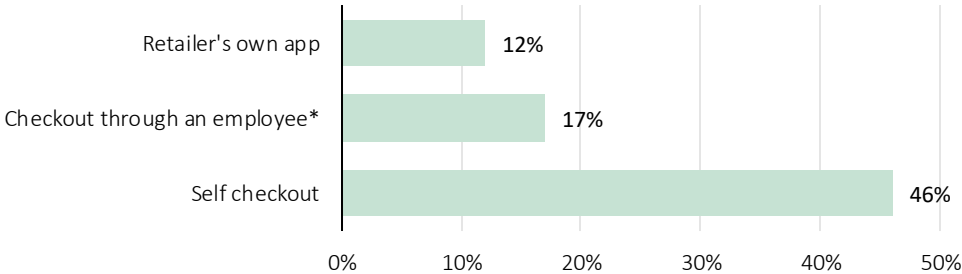
*United Nations*

*Ranked 2<sup>nd</sup> on the Digital Economy & Society Index 2024, in the Mobile Friendliness category*

*European Union*

## IN STORE TECHNOLOGIES ON THE RISE IN THE DURABLE GOODS SEGMENT

Which of the following technical solutions have you used when shopping in a physical durable goods store?



\*Checkout with the use of a personnel's iPad or smartphone

# FOREIGN RETAIL ENTRANTS AND INTERNATIONAL BRANDS

SEVERAL NEW BUSINESSES HAVE COME TO SWEDEN OVER THE LAST FEW YEARS

## EXAMPLES OF NEW BUSINESS ENTRANTS



# CASE: XXXLUTZ

## — 3 QUESTIONS TO XXXLUTZ

### Q&A WITH XXXLUTZ

#### 1. Why did you choose Sweden?

Sweden is a mature market with high purchasing power and a strong interest in design and interior décor. It is a natural extension of our expansion from Central Europe.

#### 2. What has the response been like?

The response from Swedish consumers has been positive, although it took slightly longer than expected to fully understand their purchasing behavior. Early on, we recognized the importance of adapting to the local market rather than relying solely on our international business model.

#### 3. Are more stores planned?

Yes, we see Sweden as an important future market, and we plan to open more stores in other major cities in the coming years. Our most recent acquisition is a property in Sisjön, Gothenburg.



Photo: XXXLutz

# CASE: STOCKHOLM FASHION DISTRICT

– Sweden's premier fashion trade hub

## STOCKHOLM FASHION DISTRICT

### STOCKHOLM FASHION DISTRICT

Stockholm Fashion District is Sweden's leading business platform for the fashion industry, connecting Swedish and international brands with buyers, retailers, and designers from across the globe. Through a dynamic mix of digital and physical showrooms, fashion weeks, trade fairs, and networking events, it provides unique access to fashion in Sweden - driving innovation, international collaboration, and sustainable growth.

### AT A GLANCE:

- 143 showrooms (15,000 sqm)
- 2 trade fair halls (6,000 sqm)
- 24 annual events in fashion, footwear, and textiles
- 700–1,000 Swedish and international brands
- Seamstress school via Nordiska Textilakademin
- Host of the Transformation Conference, Fashion and Tech



Photo: STOCKHOLM FASHION DISTRICT



Photo: STOCKHOLM FASHION DISTRICT



# DISCOUNT GROWING STRONGLY

## SWEDEN'S DISCOUNT RETAIL SURGES, OUTPACING TOTAL RETAIL GROWTH

Discount retail in Sweden has been a growth success in recent years. Between 2014 and 2018, net sales in discount stores increased by 22bn SEK, equalling the total annual retail sales in Malmö, the country's third largest city. Swedish discount retail has grown more than total retail since 2016 – and the trend will certainly continue following years.

## INCREASINGLY POPULAR – THE MARKET IS WIDE

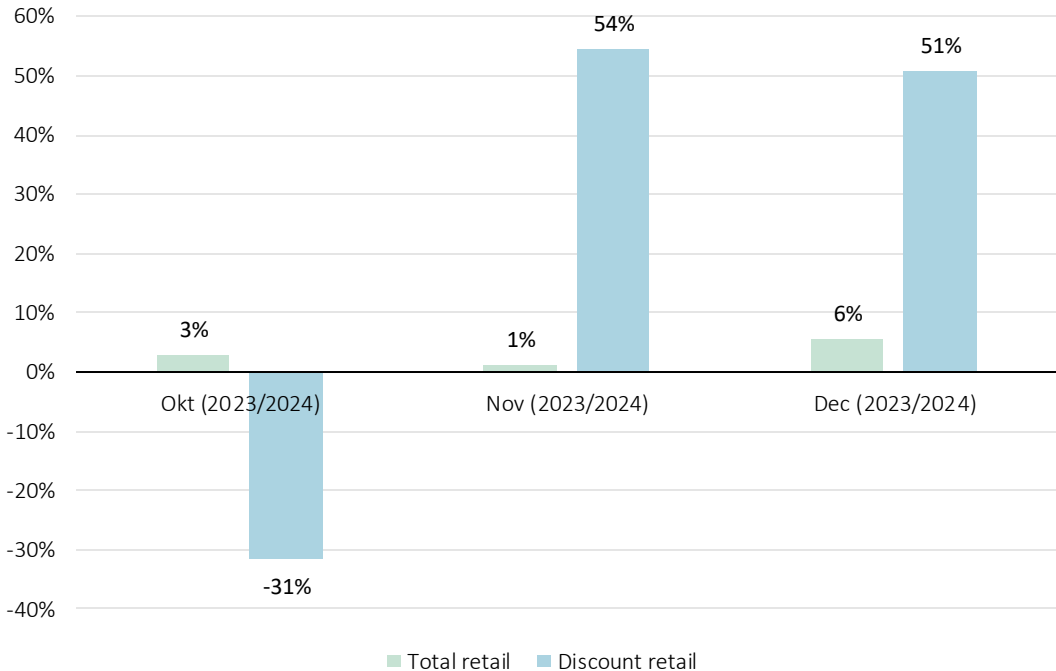
One strong explanation for the success of the discount retail in Sweden is that any consumer can be interested in making a bargain. The industry has invested heavily over the past decade to create fresh and trend-sensitive stores. Major players such as Rusta, Jula, Willys and Bygghuset have expanded in large parts of the country and created attractive stores with good quality products. By giving consumers exactly what they want at attractive prices, discount retail has achieved wide acceptance among the Swedish population.

**62%**  
*of companies in 2024  
have a sustainability  
manager*

*Source: Sustainability Survey*

## DISCOUNT RETAIL VS. TOTAL RETAIL

Growth 3<sup>rd</sup> Quarter (Y-o-Y)



*Source: The Swedish Trade Association*

# CASE: MALMÖ DESIGNER VILLAGE

## — THE FIRST PREMIUM OUTLET CONCEPT IN SWEDEN

### THE FIRST LUXURY OUTLET IN SWEDEN

Malmö Designer Village is currently under development in Löddeköpinge, approximately 20 minutes north of Malmö, Sweden's third-largest city. The first phase of the project is scheduled to open between 2026 and 2027.

Once fully completed, the development will span over 26,000 square meters and house approximately 130 stores, establishing it as the largest premium outlet destination in Scandinavia.

According to Saidom Shahgiriev, the center is expected to attract approximately 3.8 million annual visits from local residents and from international tourists. The outlet's concept blends international luxury and premium brands with renowned Scandinavian fashion and lifestyle labels. Designed with sustainability in mind, the village will feature landscaped gardens and distinctive architecture, offering a shopping experience comparable to leading designer outlets in France and Italy.

### EASY PROCESSES AND TRANSPARENCY

Saidom Shahgiriev explains that Sweden was selected primarily due to its strong market potential for high-quality designer outlets, robust consumer purchasing power, and the large catchment area surrounding the chosen location. When a strategic opportunity emerged in Löddeköpinge, the decision to invest was clear. The project is now being developed in partnership with the French real estate group Frey.

When asked about the most positive, unanticipated, experience during the process Saidom mentioned the professional and transparent process with the local stakeholders and the Swedish municipality. He emphasizes that Sweden offers a unique environment for international real estate developers and investors—marked by stability, sustainability, and a high degree of transparency in both land development and property investment.

*"The transparent process in Sweden surprised the developers from Rioja Estates. It has been very easy working with the municipality and all the local stakeholders. This is not always the case in Europe where it can be more difficult, and it is not always clear why decisions are made". Saidom Shahgiriev, Head of operations Sustendgruppen.*



*"Malmö Designer will set a new benchmark for premium outlet villages in Sweden. Thanks to its luxury brand mix and destination-driven approach, we look forward to attracting customers from both Sweden and Denmark."*

*— Saidom Shahgiriev, Head of operations  
Sustendgruppen*

# CASE: MALMÖ DESIGNER VILLAGE

— THE FIRST PREMIUM OUTLET CONCEPT IN SWEDEN

## 5 STEPS TO DEVELOP A SITE

**1. Market Analysis:** Begin with a thorough market analysis to identify the right region. Sweden's diverse regions offer various opportunities in residential, commercial, and industrial development.

**2. Land Acquisition:** Secure the land, ensuring all ownership rights are clear. A legal expert can help navigate zoning and any restrictions that may exist.

**3. Obtain the necessary building permits** by aligning with the local zoning plan. Sweden's transparent process simplifies this step for international investors.

**4. Sweden prioritizes sustainable development.** Which is also mirrored in Boverket's Building Regulations (BBR), requirements for new construction in Sweden. Aim for environmental certifications like BREEAM or LEED, which increase a property's market value and appeal.

**5. Once construction is complete,** focus on long-term management, whether through leasing or selling. Sweden's stable property management system provides reliability for investors.



# SUSTAINABILITY AS A DRIVING FORCE

## SWEDISH CONSUMERS DEMAND SUSTAINABILITY: SHIFT TOWARDS CONSCIOUS CONSUMPTION AND THRIVING SECOND-HAND MARKET

*In 2024, Sweden ranked second in the UN Sustainable Development Report*

### VALUE-DRIVEN CONSUMERS

Consumers are placing higher demands than ever on companies not only when it comes to minimising environmental impact, but also making a positive contribution.

The Swedish debate around climate change tends to highlight individual action and responsibility. This has resulted in many consumers, not least young people, increasingly reflecting on their consumption and its environmental and social effects. However, this does not necessarily result in decreased consumption. In fact, Sweden has greater retail spending per capita than many other European countries. At the same time, the way consumers view ownership is beginning to shift. There is a growing interest in brands that offer recycling, repairs and second-hand products.

Brands recognised for sustainability include for example *Residus, Asket, Decicated, Mini Rodini, Houdini and Filippa K* amongst many others. There is also a plethora of second hand and renting concepts expanding. Examples include *Arkivet, Sellpy, Plick and Rerobe*.

**53%**

*of Swedish retailers use sustainability to boost competitiveness*

*The sustainability survey*

**32%**

*of Swedish retailers use sustainability to boost profitability*

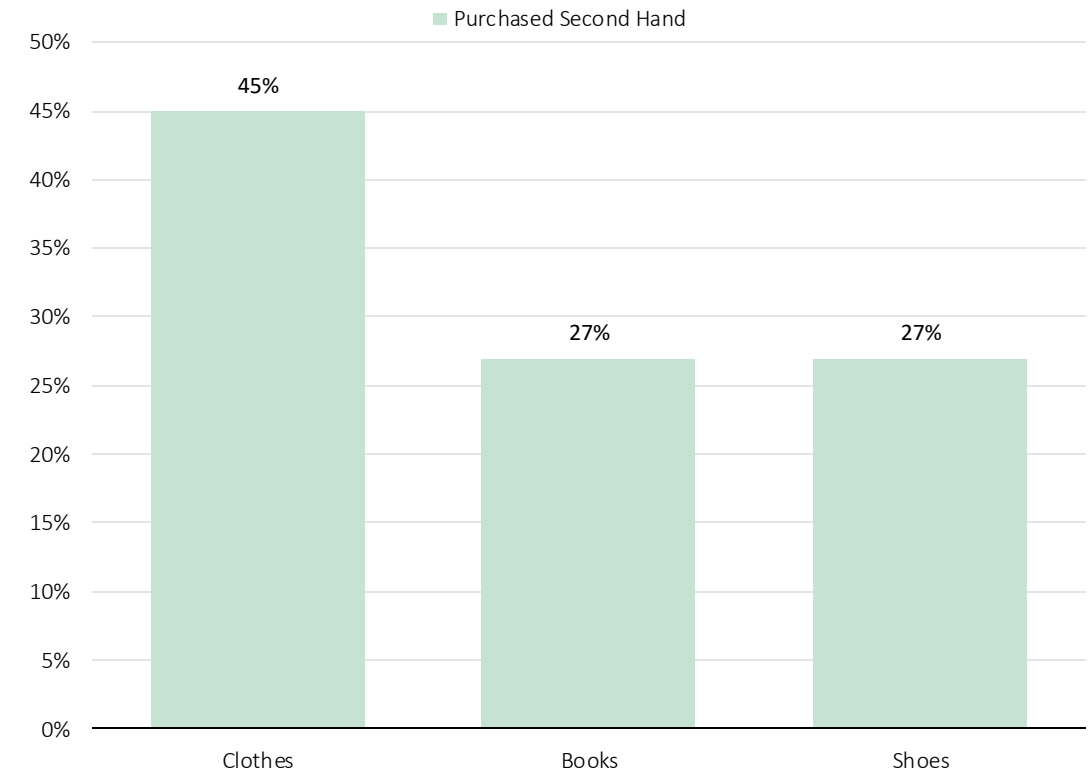
*The sustainability survey*

**41%**

*of Swedish retailers require their suppliers to be sustainable in terms of climate and environment*

*The sustainability survey*

### THE SWEDISH CONSUMERS MOST POPULAR SECOND HAND GOODS 2024





# CASE: IRIS GALERIE

## — LEVERAGING A UNIQUE CONCEPT

### STRONG INTEREST IN A UNIQUE CONCEPT

Iris Galerie is a French retail art franchise specializing in creating customized art pieces using high-resolution photography of customers' irises — a unique experience in just a few minutes.

Interested in the Swedish retail market, Iris Galerie first tested its concept in a pop-up store. Building on the initial success several permanent stores have subsequently opened. Iris Galerie currently operates three stores in prime locations in the Stockholm area.

Per Hållerstam mentions that first rate store locations are important for the company, even more so than for traditional retailers. Iris Galerie uses the visual impact of their unique storefronts and store designs to acquire new customers.

Per Hållerstam, CEO at Iris Galerie Sweden, explains their approach: *"Top retail store locations are important to us, and they are not always easy to find. We have found that a unique and visual concept such as ours has generated a lot of interest among Swedish property owners. We have managed to acquire a couple great store locations in the Stockholm area".*

### THE KEY TO SUCCESS: COMMUNITY ENGAGEMENT

Iris Galerie has not changed their strategy or their approach for the Swedish market. When Iris Galerie found a good retail location in Sweden, they found that establishing a store in can be done in as little as a few months. Per elaborates on their experience:

*"When we tried out the Swedish market we received a strong response from our customers. Later, when a great location presented itself, we could move very quickly. We went from the idea stage in April to a store opening in July."*



Photo: Iris Galerie



*"What we found about Swedish consumers is that they tend to be a bit more cautious, and they like to think things through before they buy. You might need to give them a bit more time to make a decision. But they are very interested in our products."*

– Per Hållerstam, CEO, Iris Galerie Sweden

# CASE: IRIS GALERIE

— LEVERAGING A UNIQUE CONCEPT

**iris**galerie



Photo: Iris Galerie





Photo: Jann Lipka/Imagebank.sweden.se

# STOCKHOLM

*The cosmopolitan atmosphere and entrepreneurial climate make for an affluent and diverse audience*

## KEY FACTS STOCKHOLM

GRP/Capita (2023) - county	798 000 SEK
Population (2024)	995 574
Population (2024) - county	2 473 307
Workforce, daytime population (2021) - county	1.30 million
Employed within retail, 16+ yrs (2023)	66 685
Foreign locally owned companies (2022)* - county	11 142
Employees at foreign owned companies (2022) – county	266 625
Commercial bednights (2024) – county	15.3 million
Average age (2024) - Municipality	40.4 years
Single households (2024) - Municipality	53.7 %
Highly educated people (2024)*	39 %
Average monthly income, 20-64 yrs (2023) - Municipality	39 942 SEK
Retail Sales (2023)	81 245 mSEK
Retail Sales (2023) - county	187 911 mSEK



Photo: Jann Lipka/Imagebank.sweden.se

## RETAIL SALES INDEX - Municipality

	Daily goods	Non-daily goods	Total
Stockholm	102	116	109
Sweden	100	100	100

Source: HUI, Handeln i Sverige, 2023

\*Workplace per county

\*Refers to post-secondary education, 3 years or more, and postgraduate education

# STOCKHOLM

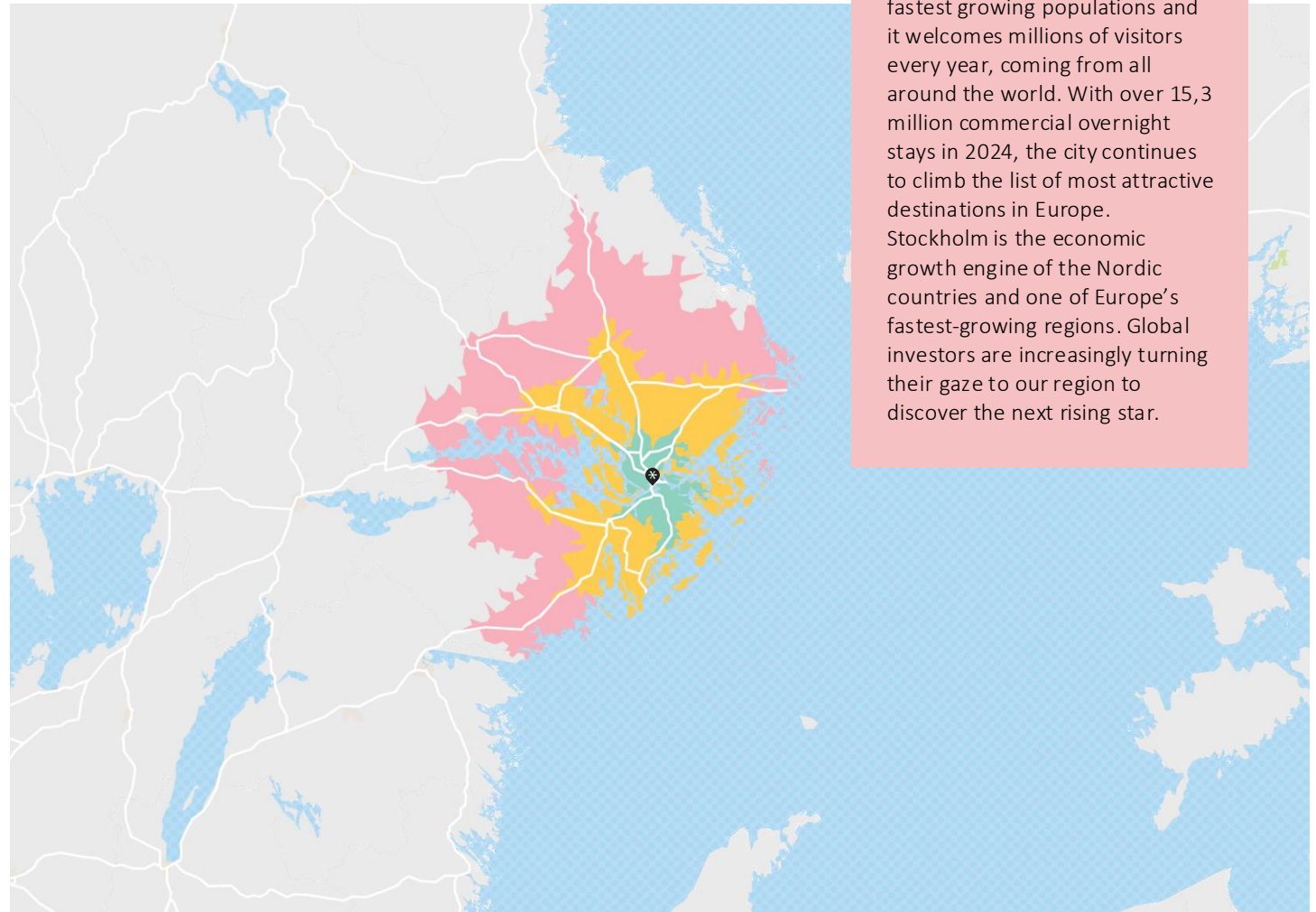
## GREAT OPPORTUNITIES FOR INTERNATIONAL RETAILERS

### POPULATION WITHIN

30 min	2,0 MILLION
60 min	2,8 MILLION
90 min	3,2 MILLION

Areas and population in the Stockholm region that you can reach by car in a given time.

Source: HUI, Esri, Statistics Sweden, 2022





# STOCKHOLM

## SHOPPING DESTINATIONS IN THE STOCKHOLM REGION

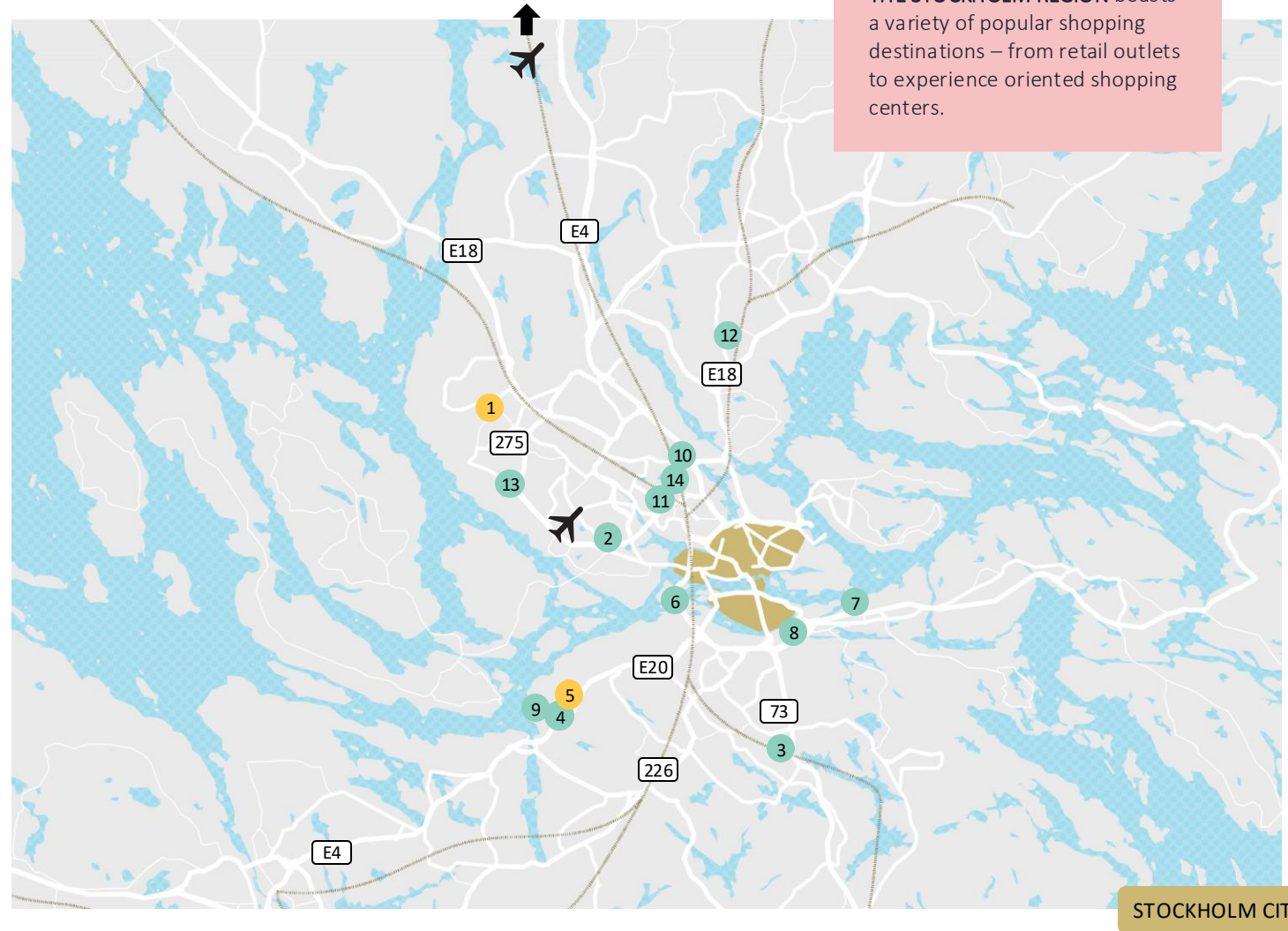
### TYPE OF SHOPPING DESTINATION

SHOPPING CENTER

RETAIL PARK

1. BARKARBY RETAIL PARK
  2. BROMMA BLOCKS
  3. FARSTA CENTRUM
  4. HERON CITY
  5. KUNGENS KURVA
  6. LILJEHOLMSTORGET
  7. NACKA FORUM
  8. SICKLA KÖPKVARTER
  9. SKHLM SKÄRHOLMEN CENTRUM
  10. SOLLENTUNA CENTRUM
  11. SOLNA CENTRUM
  12. TÄBY CENTRUM
  13. VÄLLINGBY CENTRUM
  14. WESTFIELD MALL OF SCANDINAVIA
- ✈ BROMMA AIRPORT
- ✈ ARLANDA AIRPORT (OUTSIDE OF MAP)

Source: HUI

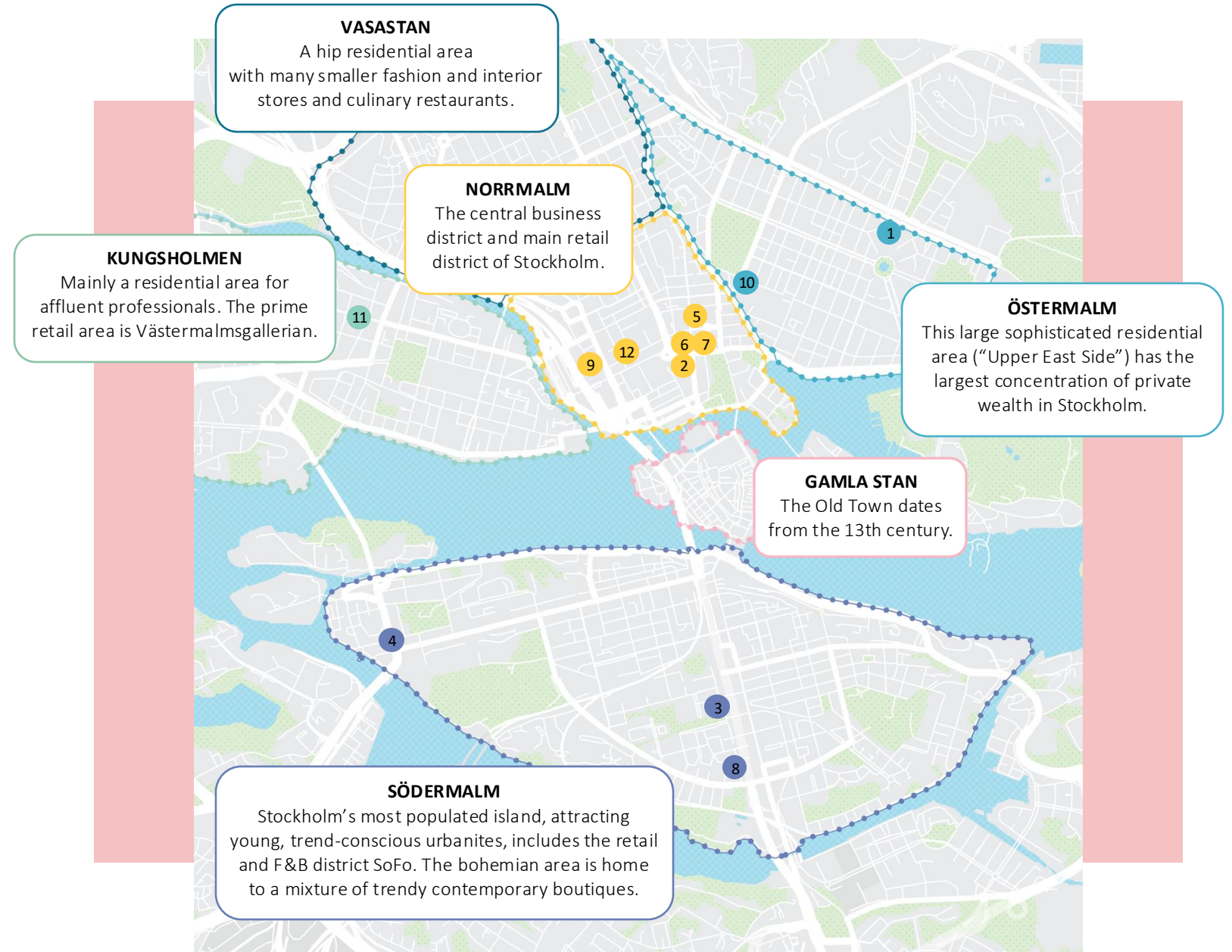


# STOCKHOLM

## SHOPPING CENTERS AND DEPARTMENT STORES IN STOCKHOLM CITY

1. FÄLTÖVERSTEN
2. GALLERIAN
3. GALLERIAN SKRAPAN
4. HORNSTULL
5. MOOD STOCKHOLM
6. NORDISKA KOMPANIET (NK)
7. PK-HUSET
8. RINGEN CENTRUM
9. STOCKHOLMS CENTRALSTATION
10. STUREGALLERIAN
11. VÄSTERMALMSGALLERIAN
12. ÅHLÉNS CITY

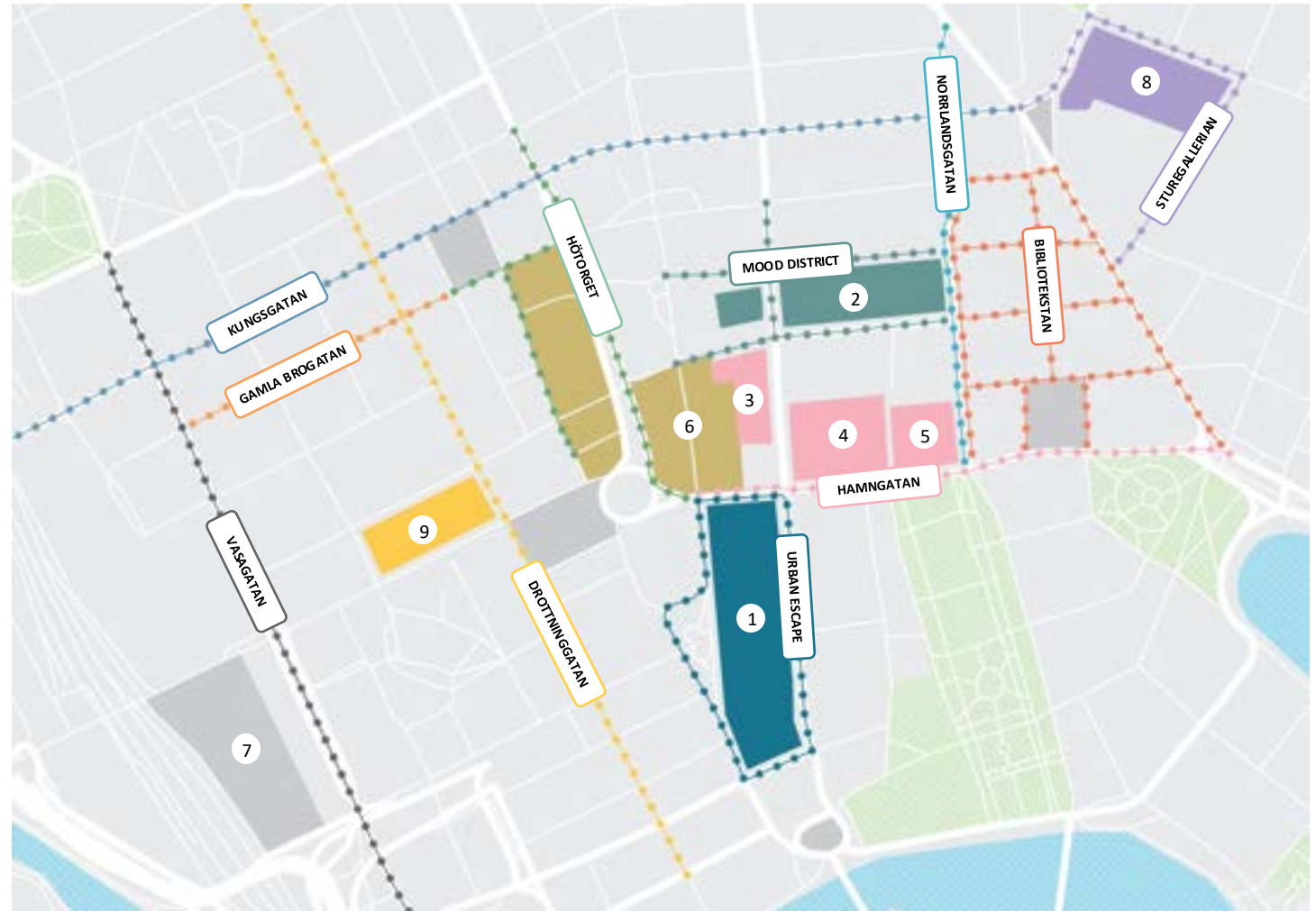
Source: HUI



# STOCKHOLM

## KEY RETAIL AREAS IN STOCKHOLM CITY CENTER

1. GALLERIAN
2. MOOD STOCKHOLM
3. NK PARKADEN
4. NORDISKA KOMPANIET (NK)
5. PK-HUSET
6. SERGELSTAN
7. STOCKHOLMS CENTRALSTATION
8. STUREGALLERIAN
9. ÅHLÉNS CITY



Source: HUI





Photo: Felix Gerlach/Imagebank.sweden.se

# GOTHENBURG

*Hotspot for innovation. Front-runner in sustainability. Master of collaboration. Elevate your business in Sweden’s second city.*

## KEY FACTS GOTHENBURG

GRP/Capita (2023) - county	600 000 SEK
Population (2024)	608 993
Population (2024) - county	1 772 821
Workforce, daytime population (2021) - county	0.88 million
Employed within retail, 16+ yrs (2023)	45 385
Foreign locally owned companies (2022)* - county	5 768
Employees at foreign owned companies (2022) – county	151 770
Commercial bednights (2024) - county	11.2 million
Average age (2024) - Municipality	39.6 years
Single households (2024) - Municipality	53.1 %
Highly educated people (2024)*	32 %
Average monthly income, 20-64 yrs (2023) - Municipality	32 883 SEK
Retail Sales (2023)	50 440 mSEK
Retail Sales (2023) - county	137 522 mSEK



Photo: Felix Gerlach/Imagebank.sweden.se

## RETAIL SALES INDEX - Municipality

	Daily goods	Non-daily goods	Total
Gothenburg	99	122	110
Sweden	100	100	100

Source: HUI, Handeln i Sverige, 2023

\*Workplace per county

\*Refers to post-secondary education, 3 years or more, and postgraduate education



# GOTHENBURG

## A CITY IN TRANSFORMATION

### POPULATION WITHIN

30 min	0,9 MILLION
60 min	1,4 MILLION
90 min	1,7 MILLION

Areas and population in the Gothenburg region that you can reach by car in a given time.

Source: HUI, Esri, Statistics Sweden, 2022



**GOTHENBURG** is one of the fastest growing regions in Europe and we are currently in a period of rapid development. Over EUR 100 billion is being invested in property developments and infrastructure. 120,000 jobs will be created, and the city centre will literally double in size.

But it's not just about new buildings and places. We're creating possibilities for meetings, interaction, experiences and development. This is generating immense optimism for the future, and part of the reason why we are attracting people, companies and investment like never before.

# GOTHENBURG

## SHOPPING DESTINATIONS IN THE GOTHENBURG REGION

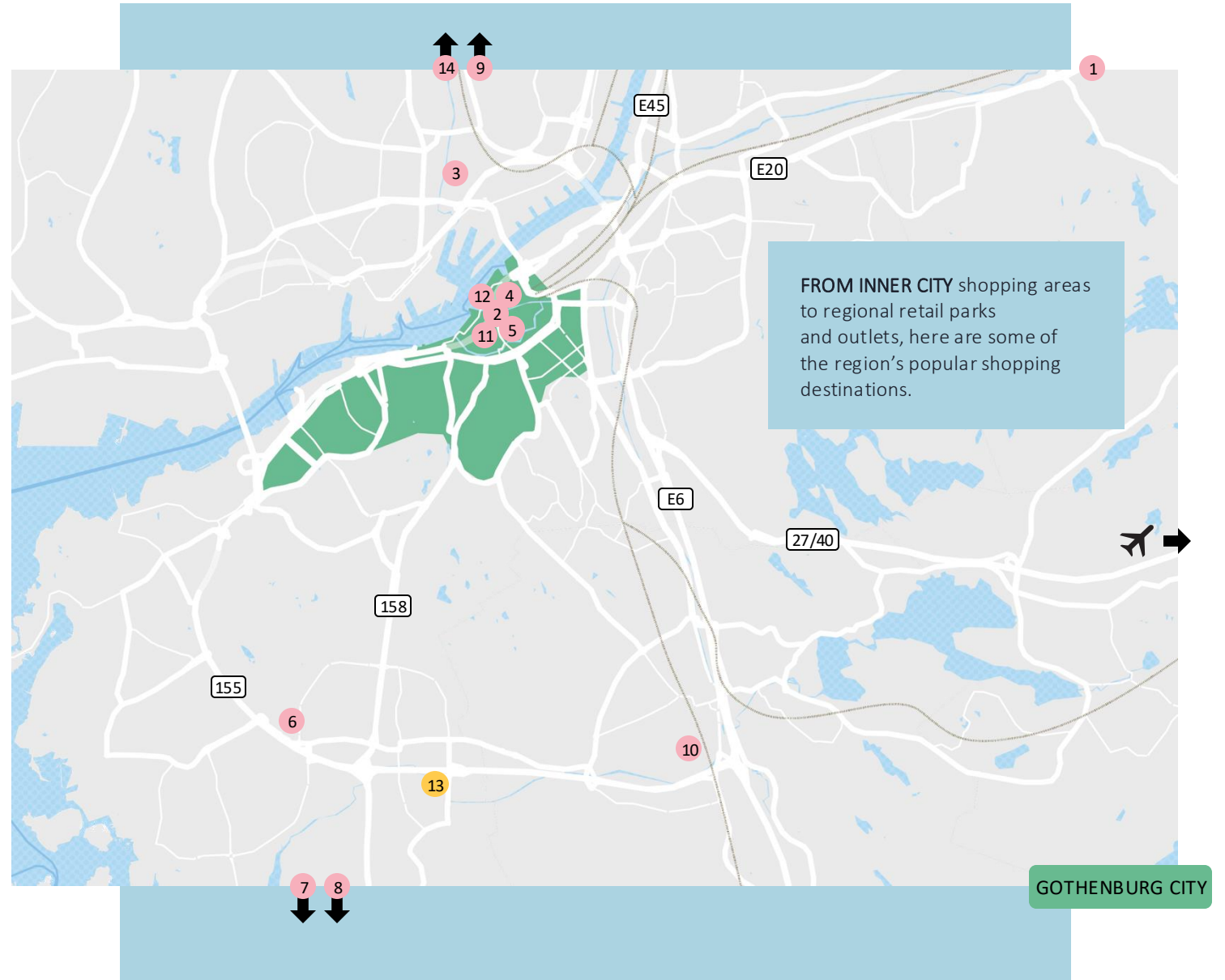
### TYPE OF SHOPPING DESTINATION

SHOPPING CENTER

RETAIL PARK

1. ALLUM
  2. ARKADEN GALLERIA
  3. BACKAPLAN
  4. FEMMAN
  5. FREDSGATAN/FREDSTAN
  6. FRÖLUNDA TORG
  7. HEDE FASHION OUTLET
  8. KUNGSMÄSSAN
  9. KONGAHÄLLA CENTER
  10. MÖLNDAL GALLERIAN
  11. NORDISKA KOMPANIET (NK)
  12. NORDSTAN
  13. SISJÖ RETAIL PARK
  14. STENUNGSTORGET CENTER
- ✈ GÖTEBORG LANDVETTER AIRPORT

Source: HUI



# GOTHENBURG

## KEY RETAIL AREAS IN GOTHENBURG CITY CENTER

1. ARKADEN GALLERIA
2. FEMMAN
3. NORDISKA KOMPANIET (NK)
4. NORDSTAN



Source: HUI





Photo: Werner Nystrand/Imagebank.Sweden.se

# MALMÖ

*The gateway to the Nordics, Skåne’s commercial capital Malmö is southern Sweden’s largest city and its thriving growth centre offers access to 4.4 million regional consumers. With its proximity to continental Europe, Malmö is a modern and vibrant city, great for work, play, and business opportunities.*

## KEY FACTS MALMÖ

GRP/Capita (2023) - county	520 000 SEK
Population (2024)	365 644
Population (2024) - county	1 428 626

Workforce, daytime population (2021) - county	0.64 million
Employed within retail, 16+ yrs (2023)	33 768
Foreign locally owned companies (2022)* - county	5 282
Employees at foreign owned companies (2022) – county	105 994

Commercial bednights (2024) – county	6.86 million
Average age (2024) - Municipality	39 years
Single households (2024) – Municipality	52.4 %
Highly educated people (2024)*	32 %

Average monthly income, 20-64 yrs (2023) – Municipality	30 583 SEK
Retail Sales (2023)	30 382 mSEK
Retail Sales (2023) - county	101 762 mSEK



Photo: Werner Nystrand/Imagebank.sweden.se

## RETAIL SALES INDEX - Municipality

	Daily goods	Non-daily goods	Total
<b>Malmö</b>	93	130	111
<b>Sweden</b>	100	100	100

Source: HUI, Handeln i Sverige, 2023

*\*Workplace per county*

*\*Refers to post-secondary education, 3 years or more, and postgraduate education*



# MALMÖ

## EUROPE MEETS SCANDINAVIA

### POPULATION WITHIN

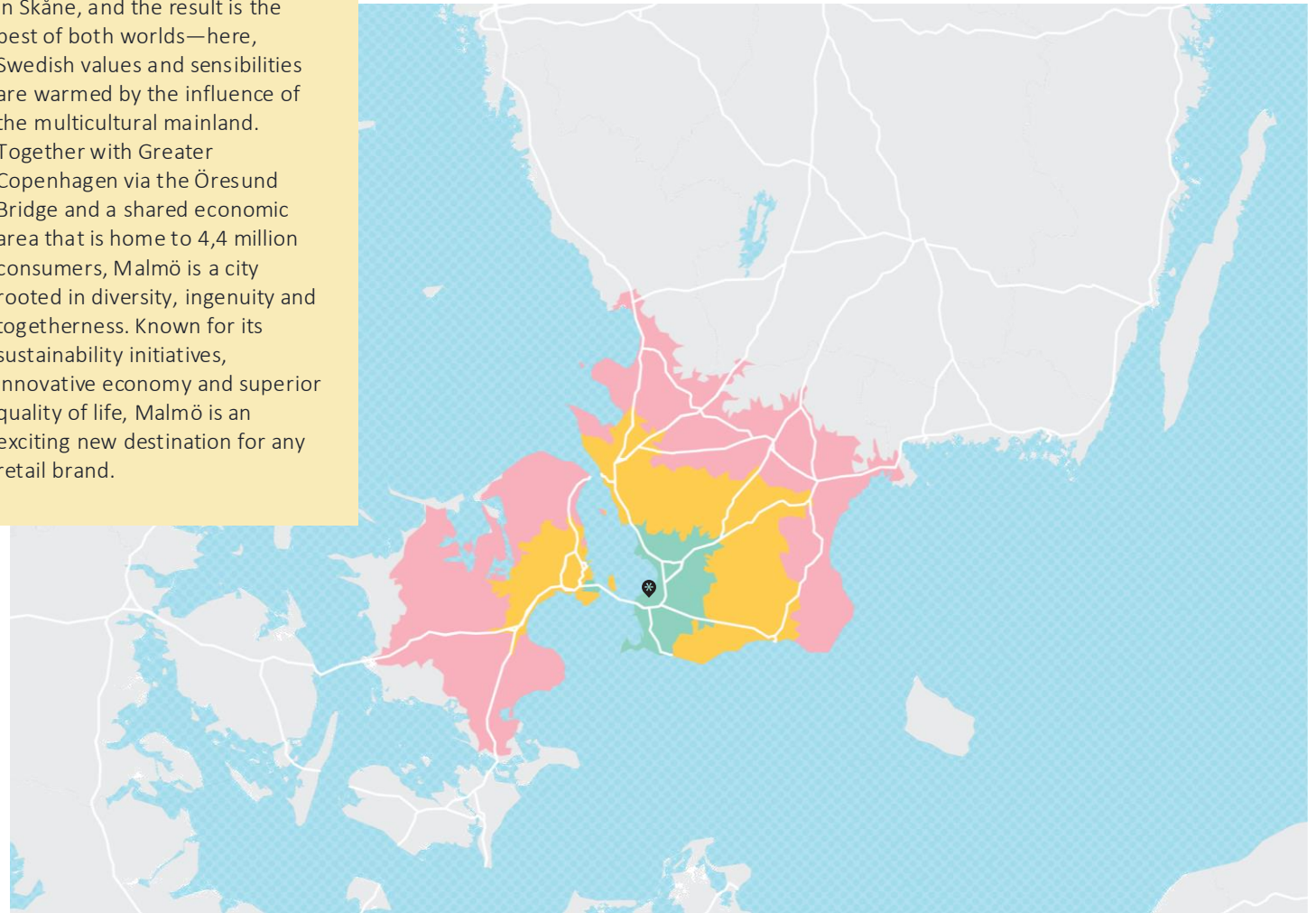
30 min 0,7 MILLION

60 min 2,8 MILLION

90 min 3,9 MILLION

Areas and population in the Malmö region that you can reach by car in a given time.

**EUROPE MEETS SCANDINAVIA** in Skåne, and the result is the best of both worlds—here, Swedish values and sensibilities are warmed by the influence of the multicultural mainland. Together with Greater Copenhagen via the Öresund Bridge and a shared economic area that is home to 4,4 million consumers, Malmö is a city rooted in diversity, ingenuity and togetherness. Known for its sustainability initiatives, innovative economy and superior quality of life, Malmö is an exciting new destination for any retail brand.



Source: HUI, Esri, Statistics Sweden,  
2021 (30 min) and 2017 (60 & 90 min)

# MALMÖ

## SHOPPING DESTINATIONS IN THE MALMÖ REGION

### TYPE OF SHOPPING DESTINATION

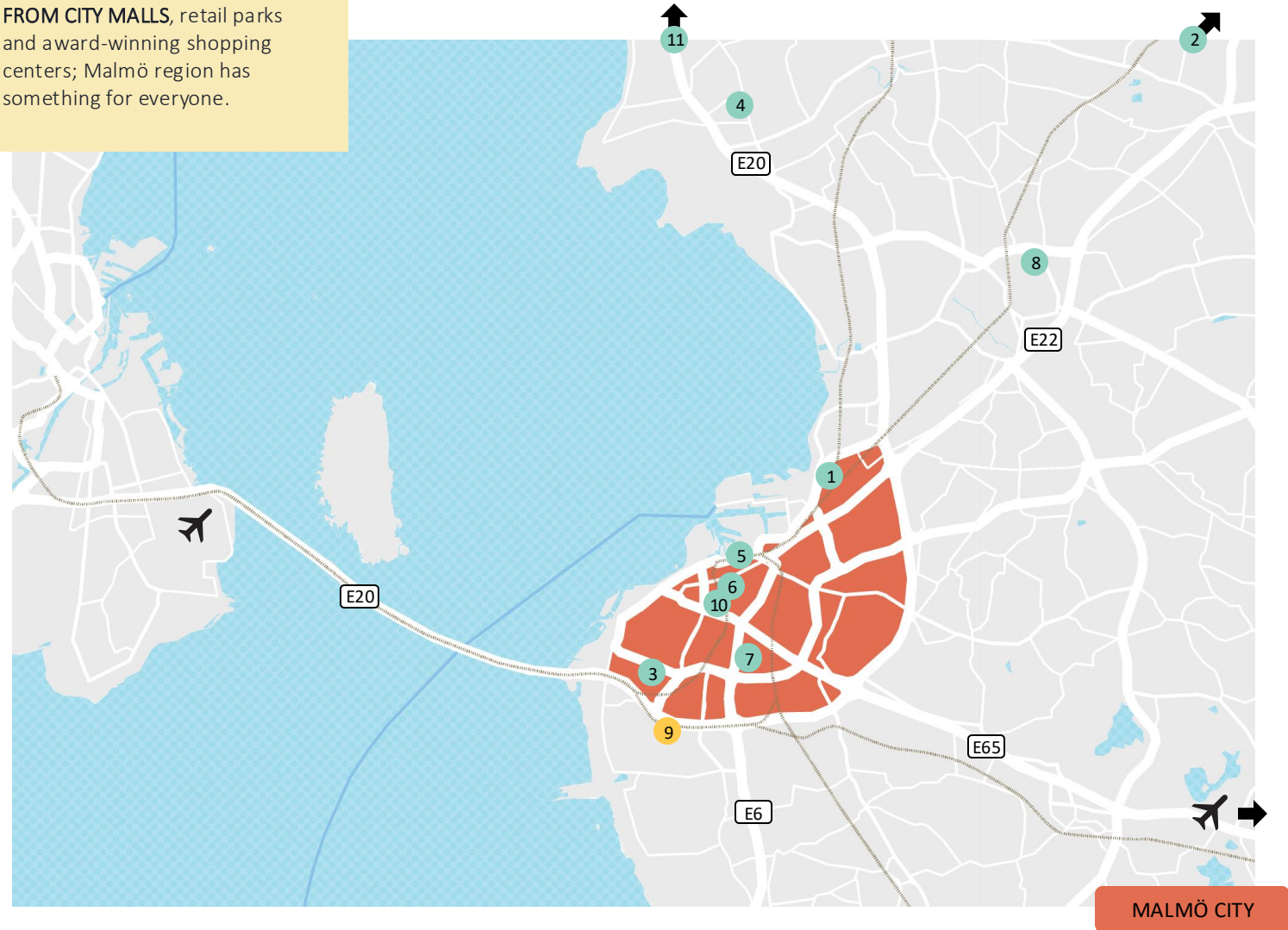
SHOPPING CENTER

RETAIL PARK

1. BURLÖV CENTER
  2. C4 SHOPPING
  3. EMPORIA
  4. GALLERIA CENTER SYD
  5. KV. CAROLI
  6. HANSA
  7. MOBILIA
  8. NOVA LUND
  9. SVÅGERTORP RETAIL PARK
  10. TRIANGELN
  11. VÅLA
- ✈ COPENHAGEN KASTRUP AIRPORT
- ✈ MALMÖ AIRPORT (OUTSIDE OF MAP)

Source: HUI

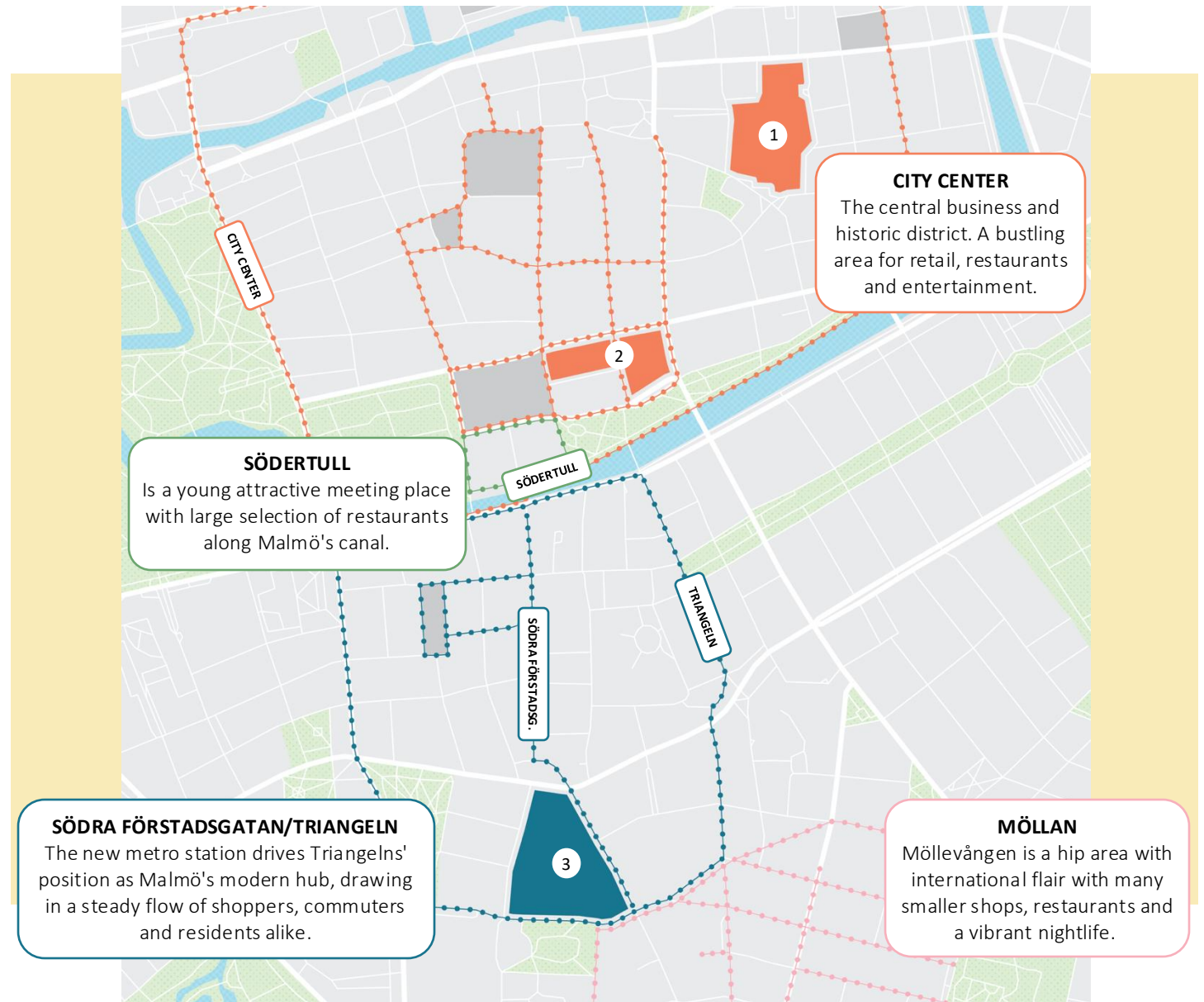
FROM CITY MALLS, retail parks and award-winning shopping centers; Malmö region has something for everyone.



# MALMÖ

## KEY RETAIL AREAS IN MALMÖ CITY CENTER

1. KV. CAROLI
2. HANSA
3. TRIANGELN



Source: HUI

# ESTABLISHING FACTS

SETTING UP A BUSINESS IN SWEDEN IS A STRAIGHTFORWARD PROCESS. PROCEDURES ARE SIMPLE AND EFFICIENT, BASED ON A TRANSPARENT SYSTEM THAT SEEKS TO FACILITATE THE ESTABLISHMENT OF NEW ENTERPRISES.

## WAY OF ENTERING THE MARKET

The most common way to enter the Swedish retail market is through direct ownership. Other ways include franchising and entering via shop-in-shops or testing the market through temporary pop-up stores. There has been strong growth in franchising in Sweden in recent years, especially in the retail, consulting and restaurant sectors.

## FAVORABLE RENTAL CONDITIONS

There are no restrictions on foreign companies either buying or renting property in Sweden. Swedish commercial leases are generally standardized and for shorter periods (normally 3-5 years), providing flexibility to business tenants. Rents are normally constructed as a total sum for the space agreed and tend to involve quarterly payment in advance. The rent payable is usually turnover based or fixed. It is common for a minimum base rent to have a turnover element if sales exceed the base rent.

## COMMERCIAL LEASES AND RENTS

Compared to other countries, tenants in Sweden have a strong legal position and leased offices are usually adjusted to the tenants' needs and wishes. Landlords bear a higher proportion of operating costs than in other countries. Rent usually includes heating and water but not electricity or telecommunications. Rent also often includes cleaning of common areas and snow removal.

## OPENING HOURS

Companies are free to set their own opening hours, as long as this is not in conflict with the lease. It is common for the retail trade in a given city to reach an accord on opening hours. Typical opening hours for high streets are:

10:00 a.m. – 7:00 p.m. Mon-Fri,  
10:00 a.m. – 6:00 p.m. Sat,  
11:00 a.m. – 6:00 p.m. Sun

For shopping malls opening hours are longer and tend to be the same all days of the week, until 8:00 p.m./9.00 p.m. For grocery stores opening hours vary, for example some in the larger inner cities are open between 07 a.m. – 10 p.m.

## SALARY COSTS

The average salary for a full-time salesclerk is 25 900 SEK (about 2430 EUR), before taxes. There is no statutory minimum wage in Sweden; wage issues are instead left to employers and employees and their representatives. In the retail sector, the retail union stipulates a minimum monthly and hourly wage, depending on age and experience, in the collective agreement.

## STARTING A BUSINESS IN SWEDEN – FAST AND EASY

Setting up a business in Sweden is a straight-forward process. Procedures are simple and efficient, based on a transparent system that seeks to facilitate establishment of new enterprises without red tape. 85 percent of the population speaks English.



# CONTACT US



## **BUSINESS SWEDEN**

The Swedish Trade and Investment Council, assists international companies to invest and expand in Sweden by providing strategic advice, hands-on support and network access, free of charge and under full confidentiality.

[www.business-sweden.se](http://www.business-sweden.se)



## **STOCKHOLM BUSINESS REGION**

The official business and destination agency of Stockholm, showcasing one of the world's most innovative, sustainable and creative capitals. Discover our world-renowned business climate.

[www.stockholmbusinessregion.com](http://www.stockholmbusinessregion.com)



## **BUSINESS REGION GÖTEBORG**

is the official investment promotion agency of the Gothenburg region. We are dedicated to strengthening and developing trade and industry in this region. We offer local expertise, market information, tailor-made data/ analysis and contacts facilitating the establishment and expansion of businesses in greater Gothenburg.

[www.investingothenburg.com](http://www.investingothenburg.com)



## **INVEST IN SKÅNE**

is the official business promotion agency for southern Sweden. We provide free professional advice and services to international companies considering southern Sweden for future investments and assist regional companies in developing their international business.

[www.investinskane.com](http://www.investinskane.com)

2024/2025

# *Retail Guide* SWEDEN