



**Euromonitor
International**

Experiential Luxury in Sweden

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Affluent travellers help drive growth of experiential luxury in Sweden
- Grand Hôtel retains convincing leadership of competitive landscape
- Growing demand for sustainable and immersive luxury experiences

PROSPECTS AND OPPORTUNITIES

- Sweden’s natural landscapes, wellness offerings and culture will be major factors driving demand for experiential luxury
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Luxury Goods in Sweden - Industry Overview

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