



Euromonitor
International

Retail E-Commerce in Sweden

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail E-Commerce Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Kappahl Leverages Marketplace Expansion to Attract New Consumers

Chart 2 - Newbie and KappAhl Brands Sell on Zalando

Mobile-First Strategies Accelerate as Consumers Shift to M-Commerce

Ikea Deploys Ai Robotics to Streamline Warehouse and Fulfilment Efficiency

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Are Embracing Online Shopping with Health and Beauty and Appliances and Electronics Specialists

Zalando Faces New Challengers as Omnichannel Innovation Drives Loyalty

Chart 5 - Analyst Insight for Retail E-Commerce

Local Platforms to Respond as Marketplace E-Commerce Maintains a Fast Growth Trajectory

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Apotea Leverages Online Pharmacy Demand as Temu Marketplace Intensifies Price Competition

Chart 8 - Ikea Adopts AI-powered Fulfilment

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Retail E-Commerce

Chart 12 - Real GDP Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Retail E-Commerce

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Sweden - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Supermarkets Lead In-Store Sustainability While Price-Sensitivity Boosts Discounters

Chart 18 - Coop Launches In-Store Farming

Ikea and H&M Invest in AI to Improve Efficiency, Sustainability and Marketing

Chart 19 - Ikea Signs AI Agreement with Rebl Industries

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Retailers Attracting Value-Seeking Shoppers to Register Strong Growth Amidst a Polarisation of Demand Trend

Chart 22 - Analyst Insight for Retail

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Innovation through Partnerships Adds Dynamism to the Competitive Landscape

Chart 25 - Åhléns Partners with TrusTrace

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 28 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Black Friday/Black Week

Summer sales

ECONOMIC CONTEXT

Chart 29 - Economic Context for Retail

Chart 30 - Real GDP Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Retail

Chart 33 - Population 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-e-commerce-in-sweden/report.