



# Consumer Lifestyles in Sweden

June 2025

Table of Contents

Scope

## CONSUMER LANDSCAPE

Consumer landscape in Sweden 2025

## PERSONAL TRAITS AND VALUES

Personal traits and values

Swedes look for ways to simplify their life

Time for myself: Highest priority for all generations

Swedes feel comfortable expressing their identity openly with friends and family

Consumers in Sweden like testing out new products and offerings

Gen Z anticipate an improvement in their financial situation

Personal traits and values survey highlights

## HOME LIFE AND LEISURE TIME

Home life and leisure time

Cleaning and other domestic chores - most popular home activity among Millennials

Consumers in Sweden prefer socialising with friends in person

Smart home functionality - most desired home feature by Baby Boomers

Proximity to public transport - most desired external feature by Baby Boomers

Respondents desire value for money when travelling

Home life and leisure time survey highlights

## EATING AND DIETARY HABITS

Eating and dietary habits

Younger generations say they keep track of the calories

Gen Z most likely to state they dislike cooking

Consumers in Sweden prepare meals for themselves regularly

Millennials more likely to be vegetarian

Swedes are ready to pay more for free range products

Eating and dietary habits survey highlights

## WORKING LIFE

Working life

Gen X places highest priority on having responsibility and challenging work

Consumers in Sweden want to have a job that allows for a strong work-life balance

Older generations want to have job security

Swedes would like to have flexible start and finish times

Working life survey highlights

## HEALTH AND WELLNESS

Health and wellness

Consumers in Sweden participate in walking or hiking

Massage most popular stress-reduction measure among Gen X

Respondents think health and nutritional properties is the most influential product feature

Older generations use apps to track health or fitness

Health and wellness survey highlights

## SHOPPING AND SPENDING

Shopping and spending

Swedes love searching for discounts

Baby Boomers like to visit shopping centres

Gen Z consumers look for personalised shopping experiences

Swedes showing strong willingness to purchase second-hand or previously-owned items

Consumers in Sweden often sell used or second-hand items

Gen Z regularly follow or like companies' social media feeds or posts

Younger generations read consumer reviews online

Consumers in Sweden expect to spend more on groceries

Baby Boomers can regularly save a part of their income

Shopping and spending survey highlights

## 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/consumer-lifestyles-in-sweden/report](http://www.euromonitor.com/consumer-lifestyles-in-sweden/report).