



Euromonitor  
International

# Vending in Sweden

March 2025

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Vending maintains small positive growth thanks to consumer mobility

Vending continues to face competition from convenience offerings from grocery players

A rather old-fashioned image for vending, with no notable developments in modernisation

### PROSPECTS AND OPPORTUNITIES

Small growth set to maintain, with competition from grocery players continuing

Healthier selections could help to improve sales

Modernisation of vending machines could revive the image of vending

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Polarisation between premium and budget options

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