

Hypermarkets in Sweden

March 2025

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Hypermarkets in Sweden - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Hypermarkets achieve small value growth in light of strong competition from discounters ICA Sverige takes the leading place in outlet share, as well as maintaining its value lead Sustainability drives initiatives such as Swegreen's greenhouse-in-store concept

PROSPECTS AND OPPORTUNITIES

Hypermarkets will develop their own competitive advantages against discounters

Private labels set to become an increasingly important strategy for hypermarkets

Hypermarkets will enhance their e-commerce capabilities in order to remain competitive

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Retail in 2024: The big picture

Retail e-commerce returns to stronger sales after its previous slump

Polarisation between premium and budget options

What next for retail?

OPERATING ENVIRONMENT

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Opening hours for physical retail

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Seasonality

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Summer sales

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