



Euromonitor
International

Personal Luxury in Sweden

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Designer apparel and footwear (ready-to-wear)
- Luxury eyewear
- Luxury jewellery
- Luxury leather goods
- Luxury wearables
- Luxury timepieces
- Luxury writing instruments and stationery
- Super premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

- “Less is more” trend expected to continue
- Digitalisation and omnichannel options will support ongoing sales
- Sustainability trends will continue to support the popularity of pre-owned goods

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Luxury Goods in Sweden - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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