

General Merchandise Stores in Sweden

March 2025

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General Merchandise Stores in Sweden - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

General merchandise stores see a slump in sales, due to changing consumer priorities

Variety stores remains consolidated between its main players, with Dollarstore most active in its expansion plans

Dominance of Åhléns and NK presents a barrier to new entrants in department stores

PROSPECTS AND OPPORTUNITIES

General merchandise stores to face ongoing competition from e-commerce

Acquisitions and investments could help struggling variety stores

Prospects remain for further development in department stores

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

Polarisation between premium and budget options

What next for retail?

OPERATING ENVIRONMENT

Informal retail

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