

2023 / 2024

Retail Guide SWEDEN



HEJ!

This guide charts retail opportunities in Sweden's three largest city regions – Stockholm, Gothenburg and Malmö (Skåne) and provides facts and maps about the Swedish market, consumers and key retail areas.

The purpose of this guide is to give an overview and assist you in evaluating an entry into this dynamic market.

TABLE OF CONTENT

KEY FACTS ABOUT SWEDEN	03
THE SWEDISH RETAIL MARKET	04
FOODIE NATION	05
E-COMMERCE AND RETAIL TECH	06
FOREIGN RETAIL ENTRANTS AND INTERNATIONAL BRANDS	08
CASE: BLUE TOMATO	09
DISCOUNT RETAIL	10
CASE: COSTCO	11
SUSTAINABILITY AND SECOND HAND	12
CASE: ARKIVET	13
STOCKHOLM	14
GOTHENBURG	19
MALMÖ	23
CONTACT US	27

KEY FACTS ABOUT SWEDEN

REASONS TO CHOOSE SWEDEN

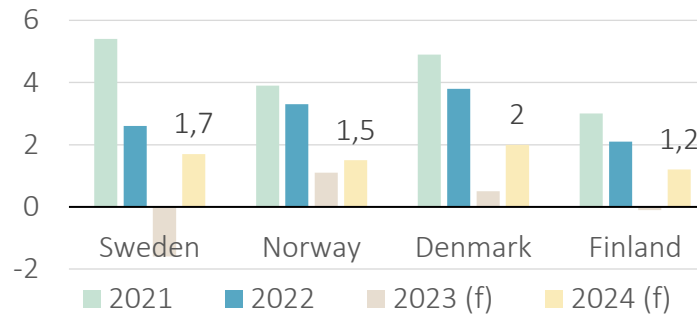
The EU's 5th largest economy per capita

AN ATTRACTIVE OPPORTUNITY

International companies are attracted to Sweden for numerous reasons. The country is a global leader in innovation with a highly skilled labour force, consumers eager to adopt new technologies, smooth business procedures and an openness to international ownership.

Sweden stands out and outperforms the rest of Europe in many key areas, such as in terms of economy, innovation and competitiveness. Equally important, it is a nation of high-income earners who devote a large share of their spending on retail and food & beverages. Swedes are also recognised as trendsetters who are innately curious about new international brands and products.

GDP DEVELOPMENT AND FORECAST, %



Source: SEB Nordic outlook, HUI

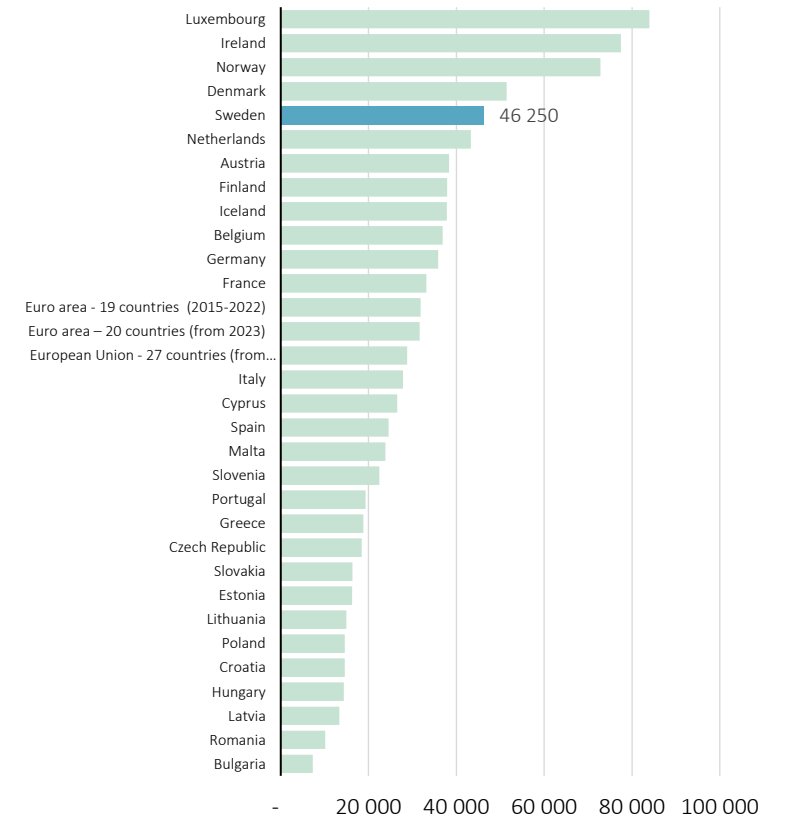
THE SWEDISH MARKET – KEY FIGURES

Development and forecast	2022	2023 (f)	2024 (f)
GDP (%)	2,6	-1,6	1,7
Private consumption (%)	2,1	-2,5	1,6
Total retail trade (%)	4,4	2	1
Groceries (%)	9	7	2
Durable goods (%)	1,5	-1,5	0

Source: HUI

EUROPEAN UNION GDP PER CAPITA IN 2022

Current prices, EUR



Source: Eurostat

THE SWEDISH RETAIL MARKET

THE NORDIC COUNTRY WITH THE HIGHEST RETAIL TURNOVER

STRONG RETAIL SALES GROWTH IN SWEDEN

The Swedish retail market has enjoyed positive annual growth for over two decades, fueled both by steadily increasing population growth and rising disposable income. The retail market is projected to grow following years as well.



Photo: Tina Stafren / Image Bank Sweden

OPPORTUNITIES FOR INTERNATIONAL RETAILERS

For international retailers seeking growth and diversification, the Swedish retail market is an increasingly attractive market for expansion. The Swedish marketplace has traditionally been dominated by domestic brands and by a small number of large chains, especially in the high-volume clothing, furniture and food retail segments. It has therefore remained relatively untapped by international retailers. Two examples of this are Swedish H&M, the second largest apparel retailer in the world, and IKEA, the world's largest furniture retailer.

In recent years many international brands have entered the Swedish retail market and established a popular position among consumers. Popular international brands with several stores in Sweden include Zara, Lidl and Sephora. More recently, actors such as Uniqlo have opened in Sweden and are laying the foundations for further expansion.

RETAIL TURNOVER IN THE NORDICS

Retail turnover index and population per country

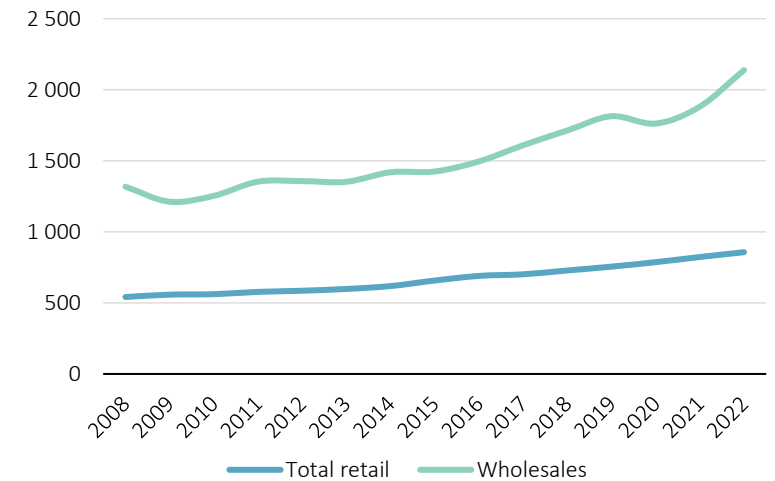
	Sweden	Norway	Denmark	Finland
Retail turnover index (2023 mar)	133,4	130,4	117,7	124,9
Inhabitants (2022)	10,5	5,4	5,9	5,5

Source: Eurostat

Swedish retail has grown by an average of 4 percent per year since 2008

TOTAL RETAIL AND WHOLESALLES

Net sales



Source: Swedish Trade Association

FOODIE NATION

Sweden offers world-class cuisine with a total of 19 Michelin star restaurants

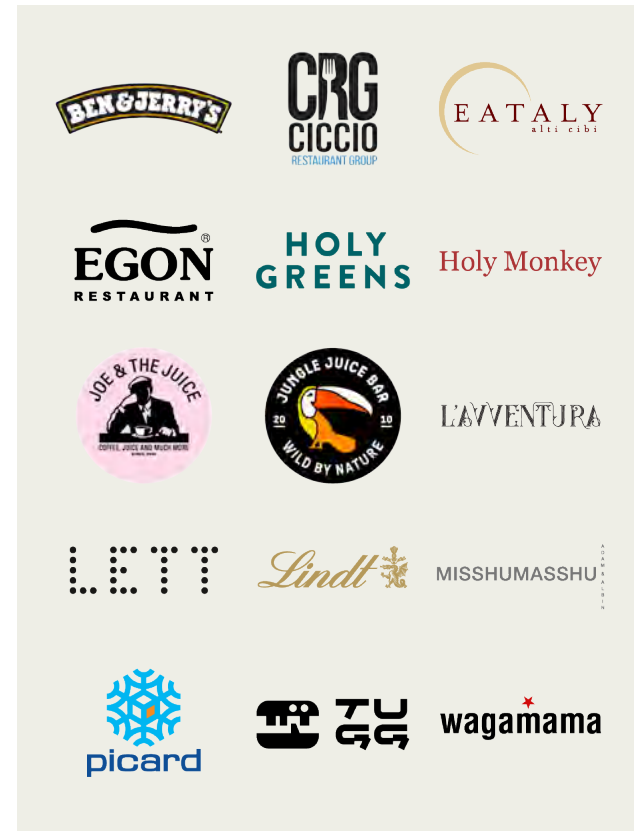
ONE OF EUROPE'S HAUTE CUISINE SPOTS

The restaurant and food segments in Sweden offer high potential in terms of purchasing power, consumer interest, as well as favorable conditions for foreign companies to establish themselves. People living in Sweden are distinct for their great interest in eating out, compared to other countries in the Nordics, as well as for their appreciation for healthy food concepts. This has helped Sweden to emerge as a foodie nation, and with its modern food scene and world-recognized Swedish chefs, it has transformed itself into one of Europe's haute cuisine spots.

SWEDES LOVE TO EAT OUT

While it is not necessarily always cheap to eat out in Sweden, it is a popular form of social interaction both for residents and for the millions of tourists that visit each year. Swedes are spending more and more of their disposable income in restaurants, and they value concepts that offer inventive menus, unique flavors, and trendy experiences. Consequently, property owners and mall owners are devoting more retail space to restaurants.

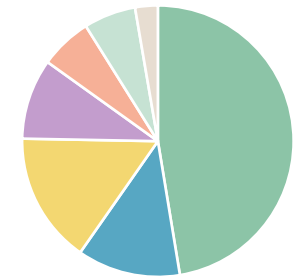
EXAMPLES OF NEW RESTAURANT ENTRANTS



TOTAL FOOD AND BEVERAGES PER SEGMENT

Sales share per segment 2022

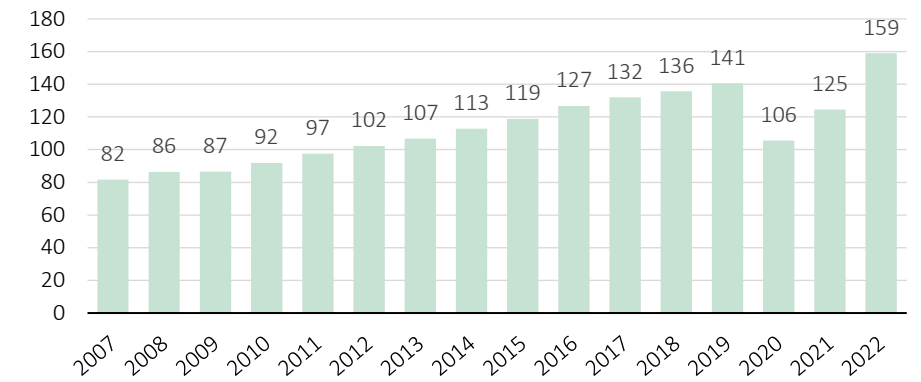
Lunch & evening restaurants	47%
Entertainment venues and bars	12%
Fast food restaurants	16%
Hotel restaurants	10%
Cafés/coffee shops	6%
Roadside restaurants	6%
Workplace restaurants	3%



Source: Statistics Sweden Restaurangindex

RESTAURANT TURNOVER

Billion SEK



Source: Statistics Sweden Restaurangindex

THRIVING E-COMMERCE IN SWEDEN

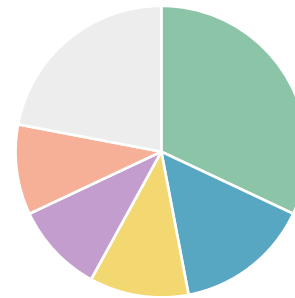
EUROPEAN E-COMMERCE BOOMS, SWEDISH CONSUMERS GO INTERNATIONAL

E-commerce is showing strong growth in Europe and each year hundreds of million Europeans say that they regularly shop online. In fact, Sweden has one of the highest rates of online shopping in the world. Growing e-commerce is creating an increasing interest in international brands amongst Swedish consumers and for example, when Swedes are asked to name their favorite online store, national and international, the German e-commerce chain Zalando ranks in second place. Germany, China, Great Britain, Denmark and the US top the list as consumers increasingly choose to shop on international sites.



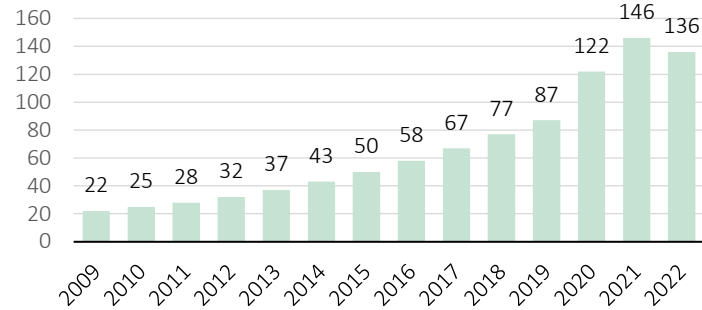
TOP FIVE COUNTRIES ATTRACTING E-COMMERCE FROM SWEDISH CONSUMERS 2022

1. Germany	32%
2. China	15%
3. UK	11%
4. Denmark	10%
5. USA	10%
6. All other countries	22%



Source: E-barometern

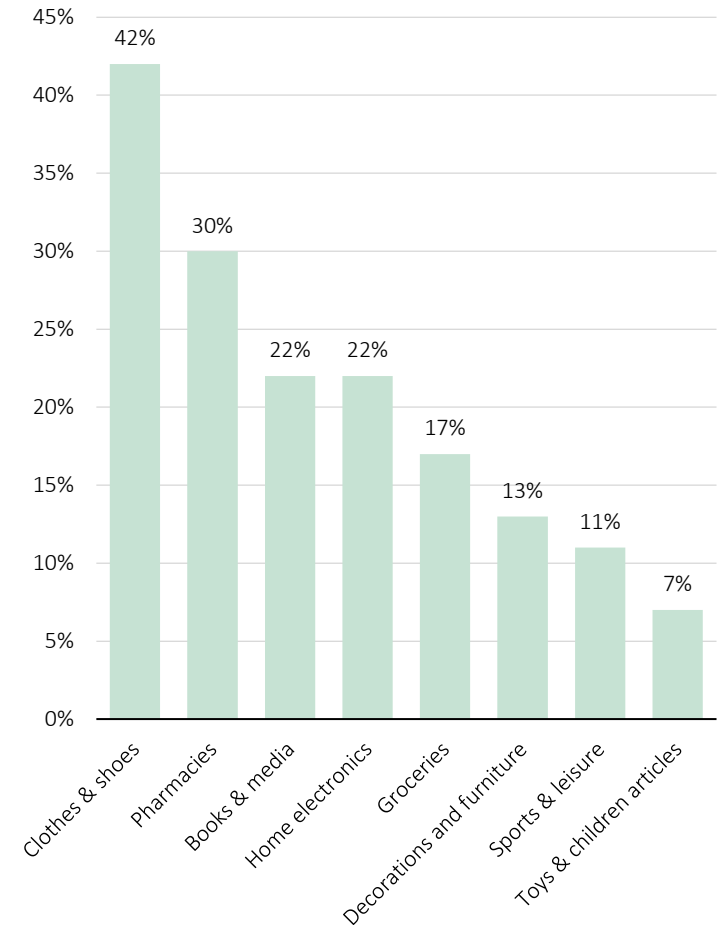
E-COMMERCE TURNOVER Billion SEK



Source: E-barometern

SHARE OF E-COMMERCE CONSUMERS PER SEGMENT 2022

2022



Source: E-barometern

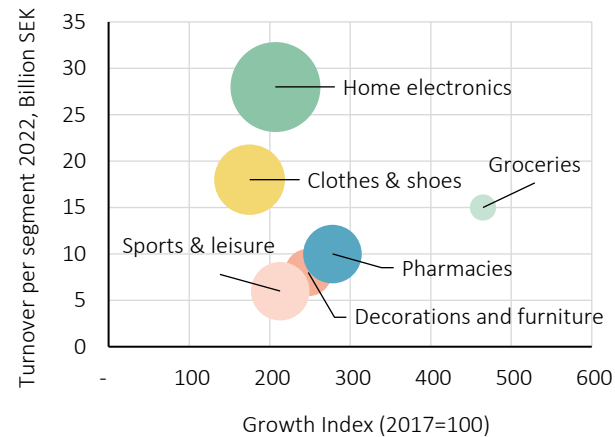
LOYAL EARLY ADOPTERS WITH A NEED FOR A WIDER SELECTION

A GROWING CONSUMER INTEREST FOR INTERNATIONAL BRANDS

Despite the growing interest in foreign e-commerce stores in recent years, there is still room for more international actors within all e-commerce segments and some are still relatively untapped by international players, such as “beauty & health” and “books & media”. One path to success in the Swedish retail market might begin with an online store, in order to better understand Swedish consumer behavior and which commodities Swedes are interested in. Many online consumers prefer a foreign webstore over a Swedish one, because they could not find the product they were looking for in Swedish e-commerce stores. This indicates that the market is still unsaturated and that there is a need for a wider Swedish retail selection.

E-COMMERCE SALES AND GROWTH PER SEGMENT

Size of bubble represents percentage of total segment



Ranked 2nd on the Frontier Technologies Readiness Index 2022

United Nations

Ranked 4th on the Digital Economy & Society Index 2022

European Union

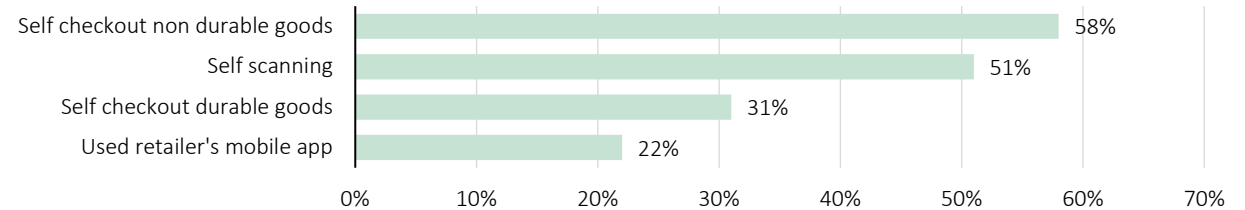
Source: HUI; E-barometern

SWEDEN – A FRONTRUNNER IN ADOPTING NEW TECHNOLOGIES

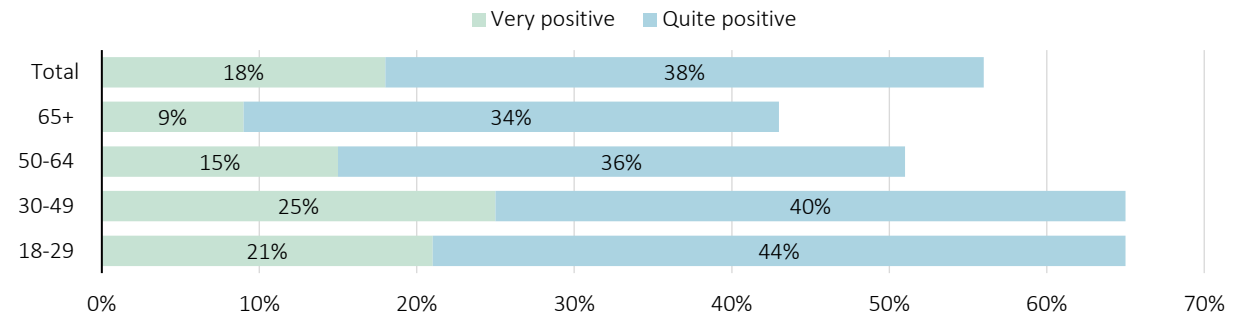
The tech-savvy Swedes are known not only for rapidly adopting new trends from abroad, but also for setting them. The cultural and creative industries are especially strong in Sweden, which is home to trailblazing companies such as Mojang (developer of the world-building Minecraft computer game), Spotify and a vibrant music and fashion scene – and consumers are quick to pick up on new movements.

IN STORE TECHNOLOGIES ON THE RISE

Which of the following technical solutions have you used when shopping in a physical store?



What is your general sentiment towards technical solutions in retail stores? Share per age group



Source: HUI, Swish, p. 20

FOREIGN RETAIL ENTRANTS AND INTERNATIONAL BRANDS

SEVERAL NEW BUSINESSES HAVE COME TO SWEDEN OVER THE LAST FEW YEARS.

EXAMPLES OF NEW BUSINESS ENTRANTS



CASE: BLUE TOMATO

– LEVERAGING A WELL-INFORMED LOCAL COMMUNITY

EXPANSION GUIDED BY ONLINE SALES

Blue Tomato, an Austrian board sports and lifestyle company, has chosen Gothenburg and Malmö as its most recent Nordic expansion locations. With rapid growth, the company currently operates approximately 70 stores across Germany, Austria, Switzerland, the Netherlands, Norway, and Finland.

Recognizing the strength of its online channel, Blue Tomato identified a loyal customer base in Sweden. Moreover, the demographic profile aligned particularly well with their target audience. Hanna Joie, the Head of Expansion at Blue Tomato, explains their approach: *"When entering a new market, we seek a vibrant local community, which we found in both Gothenburg and Malmö. These cities boast a significant population of students and young individuals, along with a thriving skateboarding culture that aligns perfectly with our brand."*



THE KEY TO SUCCESS: COMMUNITY ENGAGEMENT

Blue Tomato swiftly integrated into the local board sports community, establishing a mutually beneficial relationship where the physical store presence complemented online sales, and vice versa.

Hanna elaborates on their experience: *"We received an overwhelming response and a warm welcome from the community, consumers, and the press. Recently, we were even included as a stop on the 'Best Foot Forward' tour, Europe's biggest amateur skate contest. We actively engage in such events to contribute to the community, which, in turn, leads to a greater demand for Blue Tomato."*

"What we find unique about Swedish consumers is their higher level of knowledge and information about our products. They enter our stores with a clear understanding of what they want. In contrast, consumers in other countries often prefer a more guided shopping experience."

– Hanna Joie, Head of expansion, Blue Tomato

DISCOUNT GROWING STRONGLY

SWEDEN'S DISCOUNT RETAIL SURGES, OUTPACING TOTAL RETAIL GROWTH

Discount retail in Sweden has been a growth success in recent years. Between 2014 and 2018, net sales in discount stores increased by 22bn SEK, equaling the total annual retail sales in Malmö, the country's third largest city. Swedish discount retail has grown more than total retail since 2016 – and the trend will certainly continue following years.

INCREASINGLY POPULAR – THE MARKET IS WIDE

One strong explanation for the success of the discount retail in Sweden is that any consumer can be interested in making a bargain. The industry has invested heavily over the past decade to create fresh and trend-sensitive stores. Major players such as Rusta, Jula, Willy:s and Byggmax have expanded in large parts of the country and created attractive stores with good quality products. By giving consumers exactly what they want at attractive prices, discount retail has achieved wide acceptance among the Swedish population.

1/5

stores opened in 2020 were in the discount segment

Handelsfakta.se

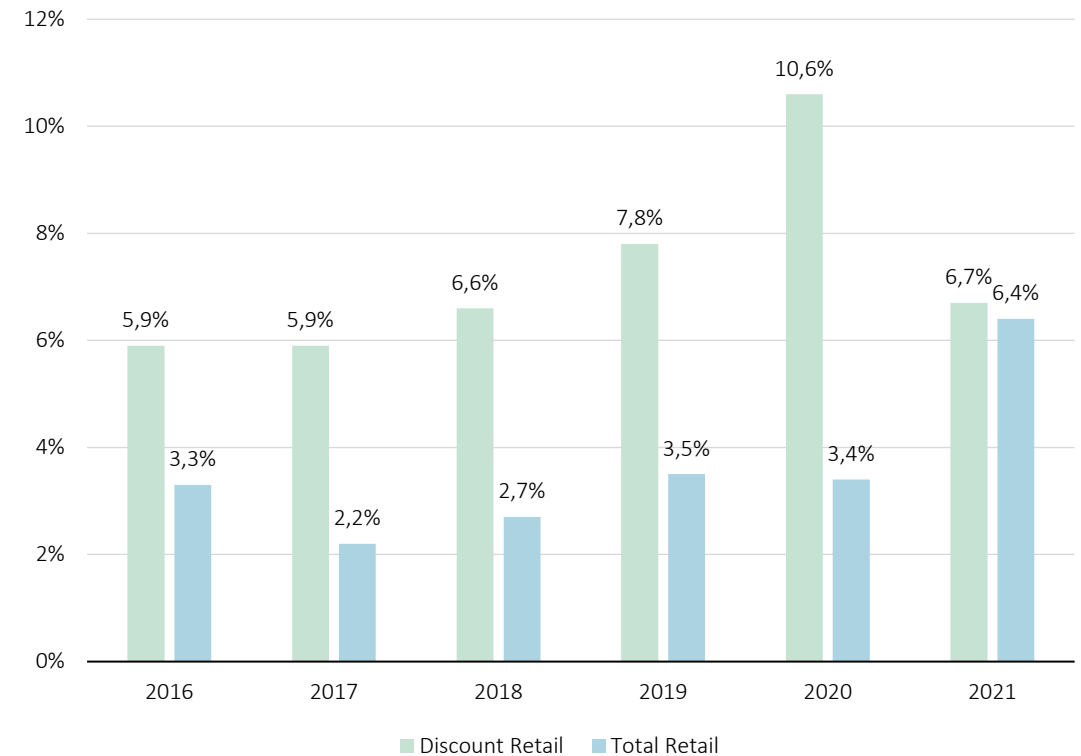
12%

of retail stores in 2020 were discount retailers

Handelsfakta.se

DISCOUNT RETAIL VS. TOTAL RETAIL

Growth per year



Source: The Swedish Trade Association

CASE: COSTCO

– MAKING A SUCCESSFUL DEBUT IN SWEDEN

CAPTIVATING SWEDES WITH AMERICAN PRODUCTS

The establishment of Costco in Sweden was preceded by careful planning: they wanted a catchment area with 4-500,000 inhabitants, a customer base with a relatively high income level and the building needed to be approximately 13,000 square meters. The Arninge retail area outside of Stockholm met those requirements. Since opening in 2022, Costco has successfully attracted a large number of members, and it continues to grow; Swedes, in general, find American products interesting and culturally exciting.



STOCKHOLM, MALMÖ & GOTHENBURG

Costco are now ready to open more warehouses: first in Malmö where they are already on their way constructing their second warehouse and then followed by Gothenburg where they are actively looking for possible locations. *"Malmö is particularly interesting for two reasons: a big catchment area when including Copenhagen and good logistics with a bridge that allows easy access across the Öresund region. Danish people are already traveling to Sweden for purchases and the Danish legislation that prohibits hypermarkets over 2,000 square meters limits the competition for Costco in the Danish market"* says Emil Natanaelsson from Trophi the landlord for Costcos first location in Sweden.

Emil Natanaelsson, Deputy CEO of Trophi Fastighets AB



DISTINCTIVE LOCATIONS TO CHOOSE FROM

Another relevant insight is that whether you are a big box retailer or a fashion chain, you can choose among some very clear-cut commercial locations. It is easy to characterize the different retail parks and shopping centers, especially compared to the ones in other countries. *"If you take Arninge, Kungens Kurva, Barkarby, Westfield Mall of Scandinavia or Täby Centrum, you know what they are and what to expect. This makes the investment calculation much more straightforward. Moreover, the rental levels are relatively lower compared to similar locations in other countries,"* says Emil Natanaelsson.

SUSTAINABILITY AS A DRIVING FORCE

SWEDISH CONSUMERS DEMAND SUSTAINABILITY: SHIFT TOWARDS CONSCIOUS CONSUMPTION AND THRIVING SECOND-HAND MARKET

In 2021, Sweden ranked second in the UN Sustainable Development Report and the Global Innovation Index, and topped the Global Sustainable Competitiveness Index.

VALUE-DRIVEN CONSUMERS

Consumers are placing higher demands than ever on companies not only when it comes to minimising environmental impact, but also making a positive contribution.

The Swedish debate around climate change tends to highlight individual action and responsibility. This has resulted in many consumers, not least young people, increasingly reflecting on their consumption and its environmental and social effects. However, this does not necessarily result in decreased consumption. In fact, Sweden has greater retail spending per capita than many other European countries. At the same time, the way consumers view ownership is beginning to shift. There is a growing interest in brands that offer recycling, repairs and second-hand products.

Brands recognised for sustainability include for example *Residus, Asket, Decicated, Mini Rodini, Houdini* and *Filippa K* amongst many others. There is also a plethora of second hand and renting concepts expanding. Examples include *Arkivet, Sellpy, Plick* and *Rerobe*.

68%
of Swedes discuss sustainability regularly

The Sustainability Survey

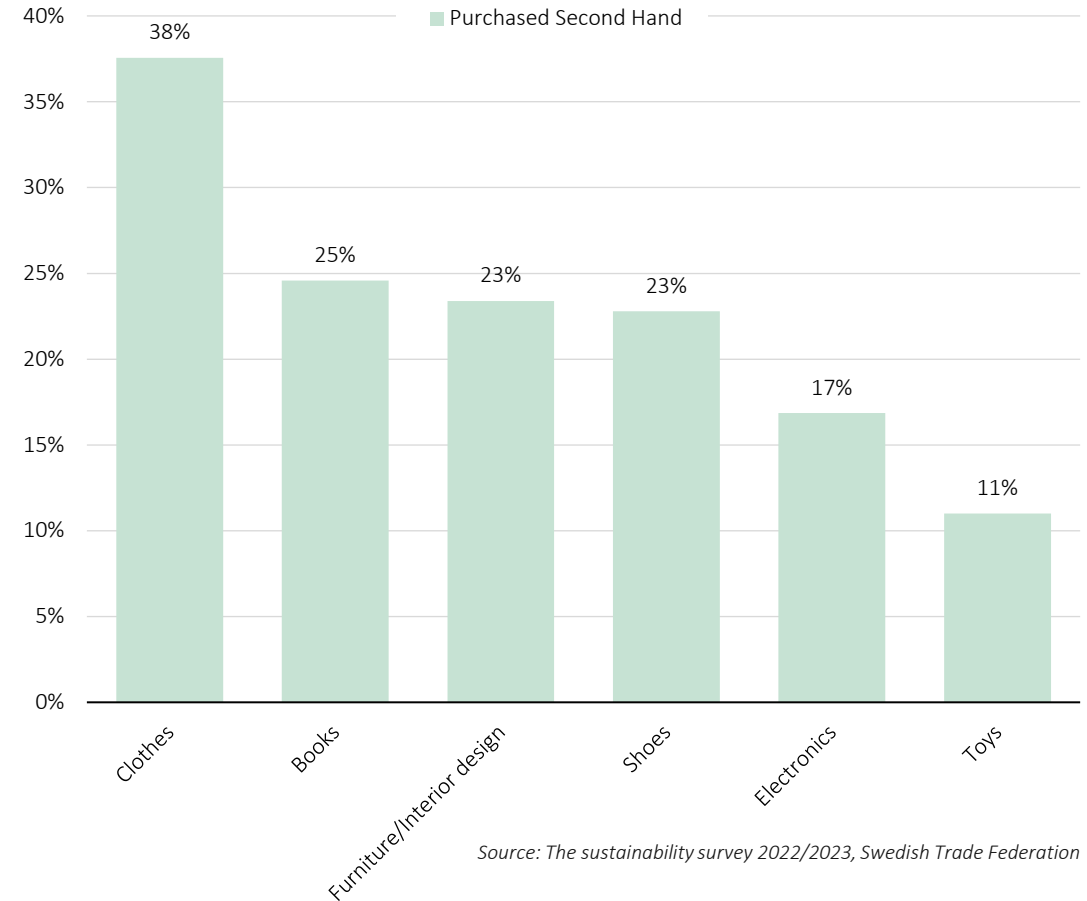
70%
are taking sustainability into account when shopping

The Sustainability Survey

47%
have a positive sentiment towards sustainability communication

The Sustainability Survey

THE SWEDISH CONSUMERS MOST POPULAR SECOND HAND GOODS



Source: The sustainability survey 2022/2023, Swedish Trade Federation

CASE: ARKIVET

— A SYMBIOTIC RELATIONSHIP WITH THE CUSTOMER

SECOND HAND - REVOLUTIONIZED

When Caroline Hamrin opened the first Arkivet store five years ago, her ambition was to revolutionize the second-hand industry and make it easy and enjoyable for a fashion-conscious and affluent target audience to shop second-hand clothes. The ambition aligns perfectly with a growing group of sustainability-minded Swedish consumers. There are currently four Arkivet stores located in Stockholm and Gothenburg.

"The success behind the concept lies in our daring niche approach. We have a meticulously curated selection of garments that are no more than 2-3 years old", Caroline explains. "We happily mix exclusive brands with more affordable pieces but are very selective when it comes to what we accept."



QUALITY AND CLEAR CONCEPT

"Another crucial aspect of the concept is high turnover. Customers know that they must visit the store frequently to find the hidden gems. It's often the same customers who both bring in clothes and make purchases. We call this cycle 'Archiving,'" Caroline says. "This also means that we get to know many of our customers, and the store becomes a meeting place. However, it requires us to maintain a clear concept and ensure that the store is always neat and inspiring."

"Customers are more concerned than ever about good quality. People are actually willing to pay a little extra for quality items that they know will last longer, such as beautiful but previously worn cashmere sweaters. It's acceptable to remove a few pills yourself because you know the quality is good. Five years ago, we couldn't have sold such a sweater, but now consumers are perfectly fine with fixing it up and taking care of it themselves."

— Caroline Hamrin, founder, Arkivet



Photo: Ulf Grünbaum / Image Bank Sweden

STOCKHOLM

The cosmopolitan atmosphere and entrepreneurial climate make for an affluent and diverse audience

KEY FACTS STOCKHOLM

GRP/Capita (2021) - county	734 000 SEK
Population (2022)	984 700
Population (2022) - county	2 440 027
Workforce, daytime population (2021) - county	1.30 million
Employed within retail, 16+ yrs (2021)	62 983
Foreign owned companies (2020) - county	9 015
Employees at foreign owned companies (2020) - county	236 963
Commercial bednights (2022) - county	14.3 million
Average age (2022)	39.9 years
Single households (2022) - county	48 %
Highly educated people (2022)*	45 %
Average net monthly income, 20-64 yrs (2021)	36 283 SEK
Retail Sales (2021)	75 703 mSEK
Retail Sales (2021) - county	173 601 mSEK

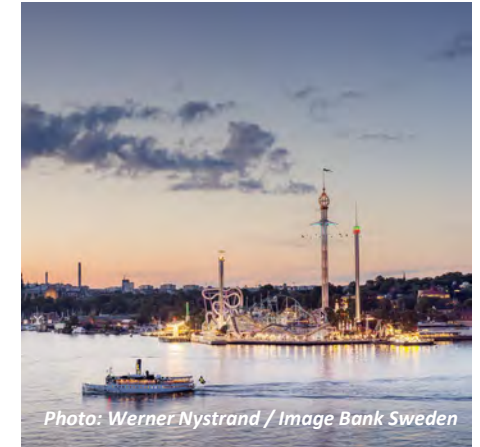


Photo: Werner Nystrand / Image Bank Sweden

RETAIL SALES INDEX

	Daily goods	Non-daily goods	Total
Stockholm	105	121	113
Sweden	100	100	100

Source: HUI, Handeln i Sverige, 2021

*Refers to post-secondary education, 3 years or more, and postgraduate education

STOCKHOLM

GREAT OPPORTUNITIES FOR INTERNATIONAL RETAILERS

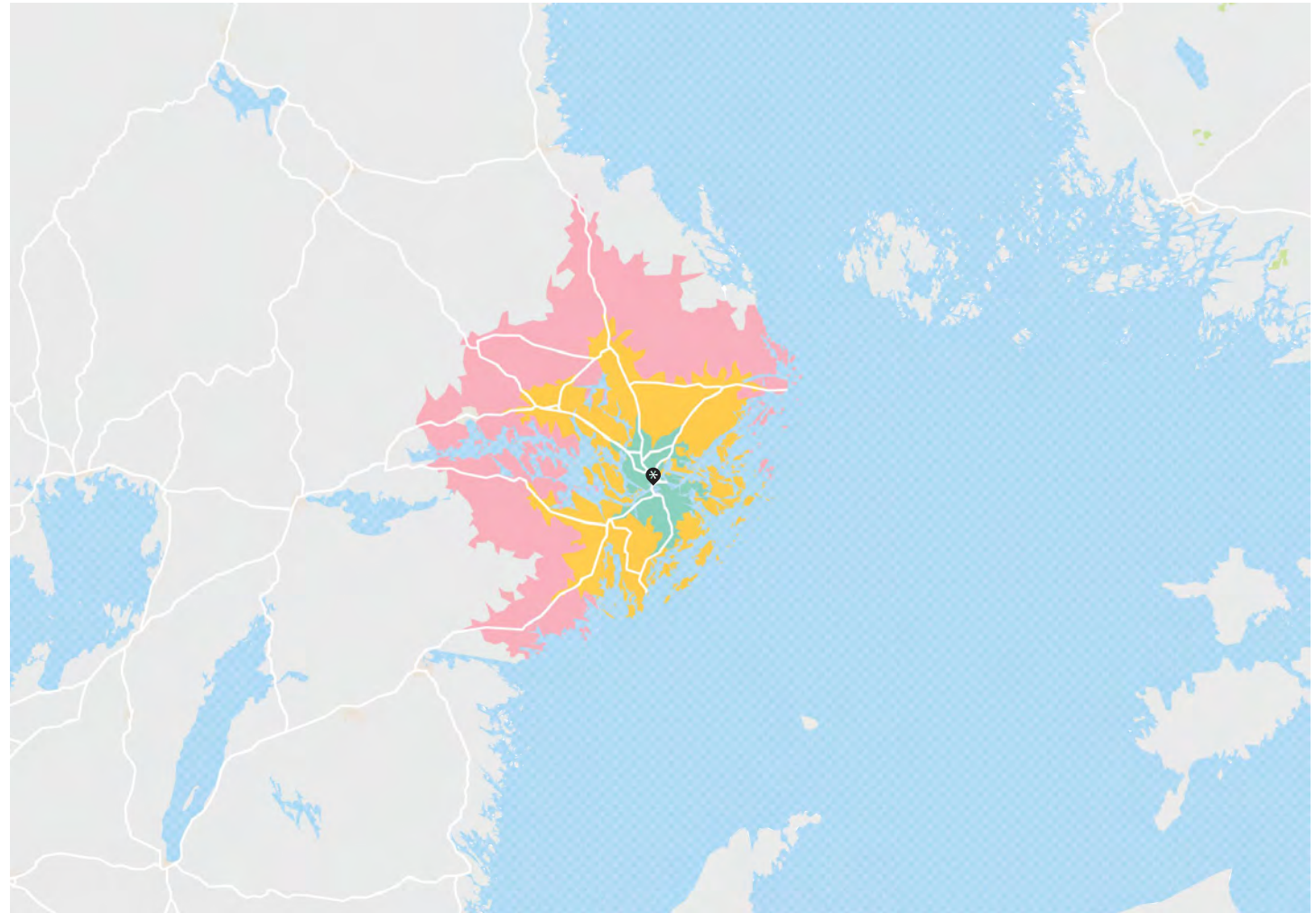
Stockholm has one of Europe's fastest growing populations and it welcomes millions of visitors every year, coming from all around the world. With over 14 million commercial overnight stays in 2022, the city continues to climb the list of most attractive destinations in Europe. Stockholm is the economic growth engine of the Nordic countries and one of Europe's fastest-growing regions. Global investors are increasingly turning their gaze to our region to discover the next rising star.

POPULATION WITHIN

30 min	2,0 MILLION
60 min	2,8 MILLION
90 min	3,2 MILLION

Areas and population in the Stockholm region that you can reach by car in a given time.

Source: HUI, Esri, Statistics Sweden, 2022



STOCKHOLM

SHOPPING DESTINATIONS IN THE STOCKHOLM REGION

The Stockholm region boasts a variety of popular shopping destinations – from retail outlets to experience oriented shopping centers.

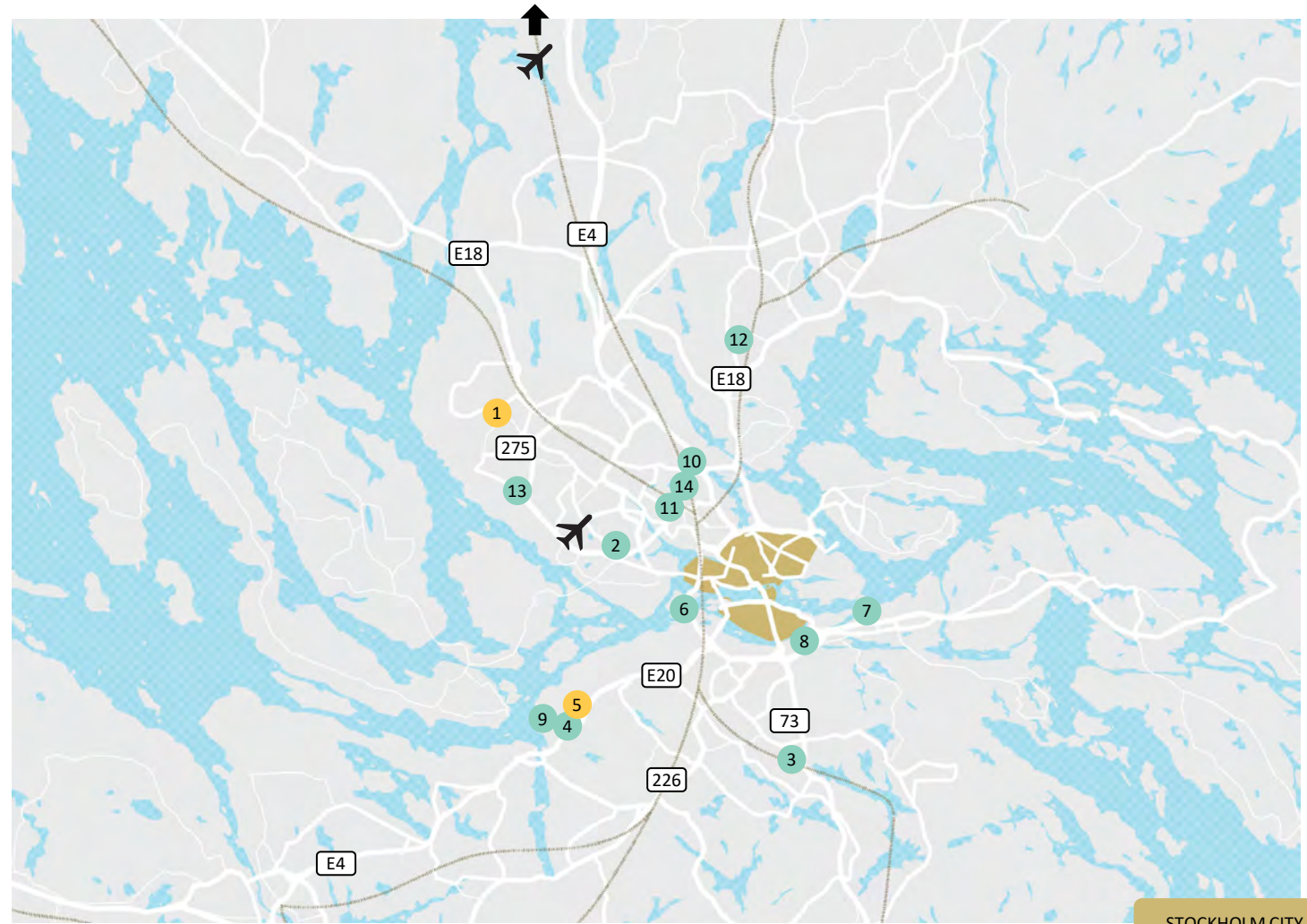
TYPE OF SHOPPING DESTINATION

SHOPPING CENTER

RETAIL PARK

1. BARKARBY RETAIL PARK
2. BROMMA BLOCKS
3. FARSTA CENTRUM
4. HERON CITY
5. KUNGENS KURVA
6. LILJEHOLMSTORGET
7. NACKA FORUM
8. SICKLA KÖPKVARTER
9. SKHLM SKÄRHOLMEN CENTRUM
10. SOLLENTUNA CENTRUM
11. SOLNA CENTRUM
12. TÄBY CENTRUM
13. VÄLLINGBY CENTRUM
14. WESTFIELD MALL OF SCANDINAVIA
- ✈ BROMMA AIRPORT
- ✈ ARLANDA AIRPORT (OUTSIDE OF MAP)

Source: HUI



STOCKHOLM

SHOPPING CENTERS AND DEPARTMENT STORES IN STOCKHOLM CITY

1. FÄLTÖVERSTEN
2. GALLERIAN
3. GALLERIAN SKRAPAN
4. HORNSTULL
5. MOOD STOCKHOLM
6. NORDISKA KOMANIET (NK)
7. PK-HUSET
8. RINGEN CENTRUM
9. STOCKHOLMS CENTRALSTATION
10. STUREGALLERIAN
11. VÄSTERMALMSGALLERIAN
12. ÄHLÉNS CITY

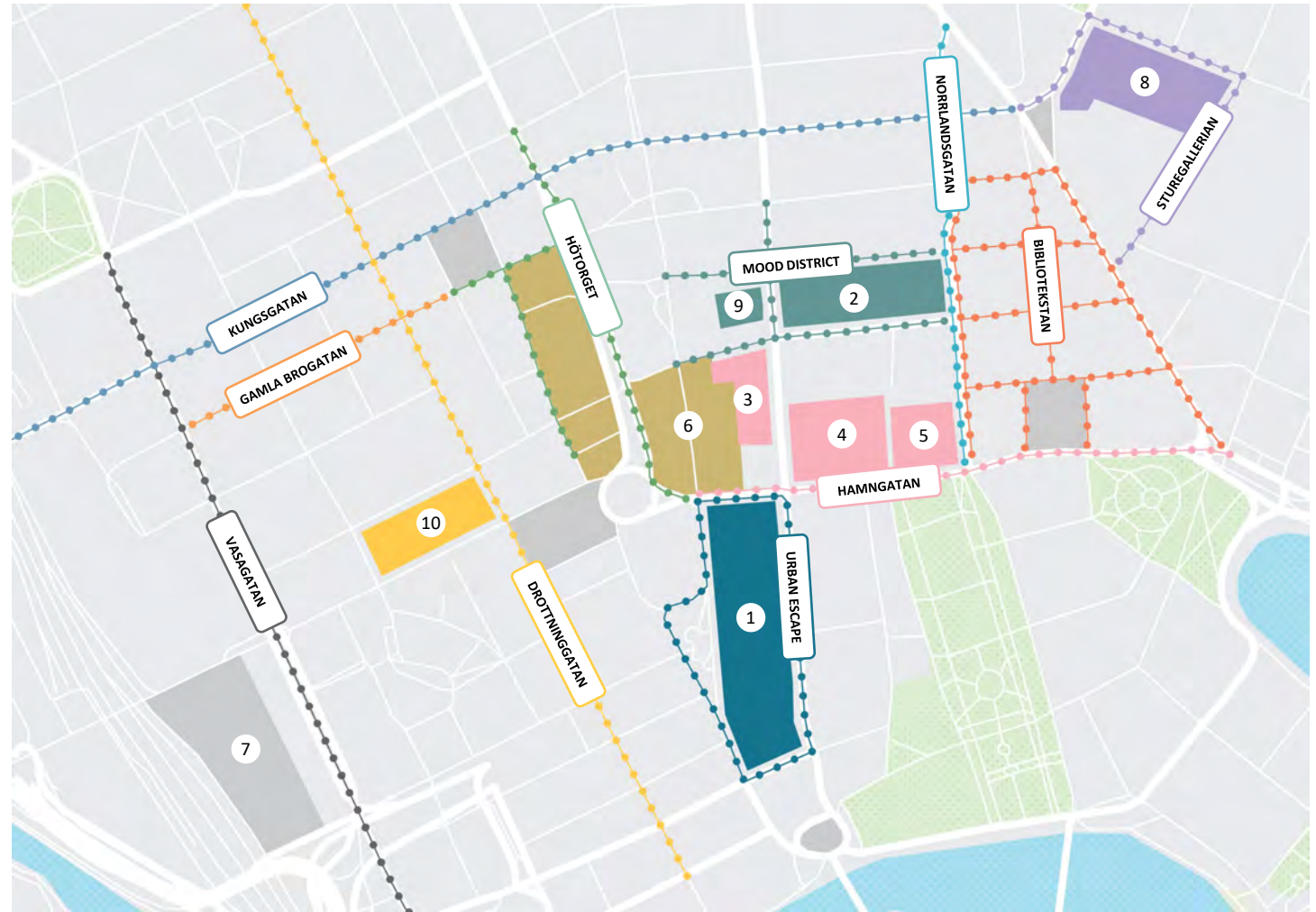
Source: HUI



STOCKHOLM

KEY RETAIL AREAS IN STOCKHOLM CITY CENTER

1. GALLERIAN
2. MOOD STOCKHOLM
3. NK PARKADEN
4. NORDISKA KOMPANIET (NK)
5. PK-HUSET
6. SERGELSTAN
7. STOCKHOLMS CENTRALSTATION
8. STUREGALLERIAN
9. THE LOBBY
10. ÅHLÉNS CITY



Source: HUI



GOTHENBURG

Hotspot for innovation. Front-runner in sustainability. Master of collaboration. Elevate your business in Sweden's second city.

KEY FACTS GOTHENBURG

GRP/Capita (2021) - county	513 000 SEK
Population (2022)	596 841
Population (2022) - county	1 758 656
Workforce, daytime population (2021) - county	0.88 million
Employed within retail, 16+ yrs (2021)	45 801
Foreign owned companies (2019) - county	2 200
Employees at foreign owned companies (2022) - county	103 000
Commercial bednights (2022) - county	10.7 million
Average age (2022)	39.3 years
Single households (2022) - county	48 %
Highly educated people (2022)*	36 %
Average net monthly income, 20-64 yrs (2021)	29 900 SEK
Retail Sales (2021)	45 385 mSEK
Retail Sales (2021) - county	120 226 mSEK



Photo: Marie Ullnert/Göteborg & Co

RETAIL SALES INDEX

	Daily goods	Non-daily goods	Total
Gothenburg	102	125	112
Sweden	100	100	100

Source: HUI, Handeln i Sverige, 2021

*Refers to post-secondary education, 3 years or more, and postgraduate education

GOTHENBURG

A CITY IN TRANSFORMATION

Gothenburg is one of the fastest growing regions in Europe and we are currently in a period of rapid development. Over EUR 100 billion is being invested in property developments and infrastructure. 120,000 jobs will be created, and the city centre will literally double in size.

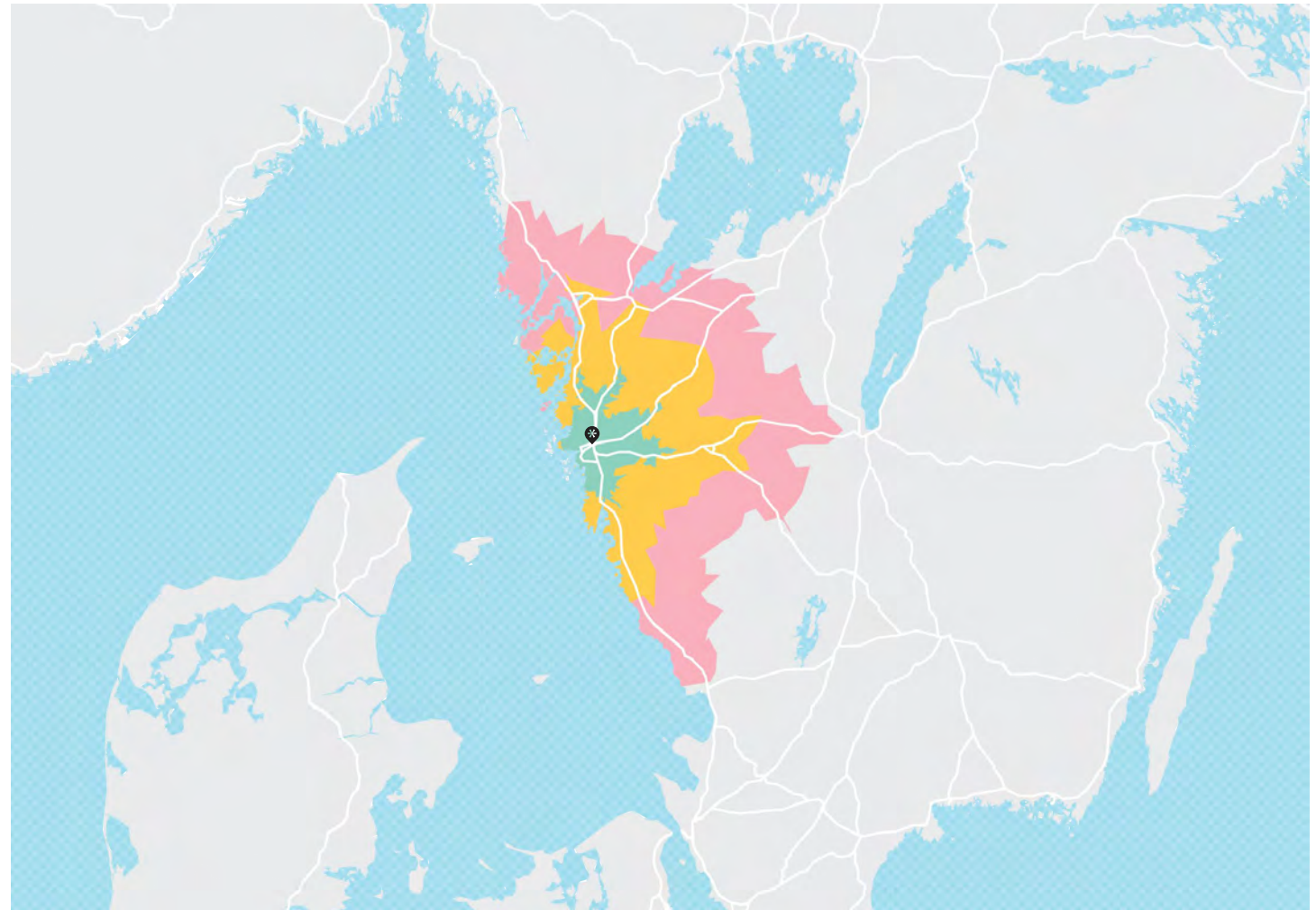
But it's not just about new buildings and places. We're creating possibilities for meetings, interaction, experiences and development. This is generating immense optimism for the future, and part of the reason why we are attracting people, companies and investment like never before.

POPULATION WITHIN

30 min	0,9 MILLION
60 min	1,4 MILLION
90 min	1,7 MILLION

Areas and population in the Gothenburg region that you can reach by car in a given time.

Source: HUI, Esri, Statistics Sweden, 2022



GOTHENBURG

SHOPPING DESTINATIONS IN THE GOTHENBURG REGION

From inner city shopping areas to regional retail parks and outlets, here are some of the region's popular shopping destinations.

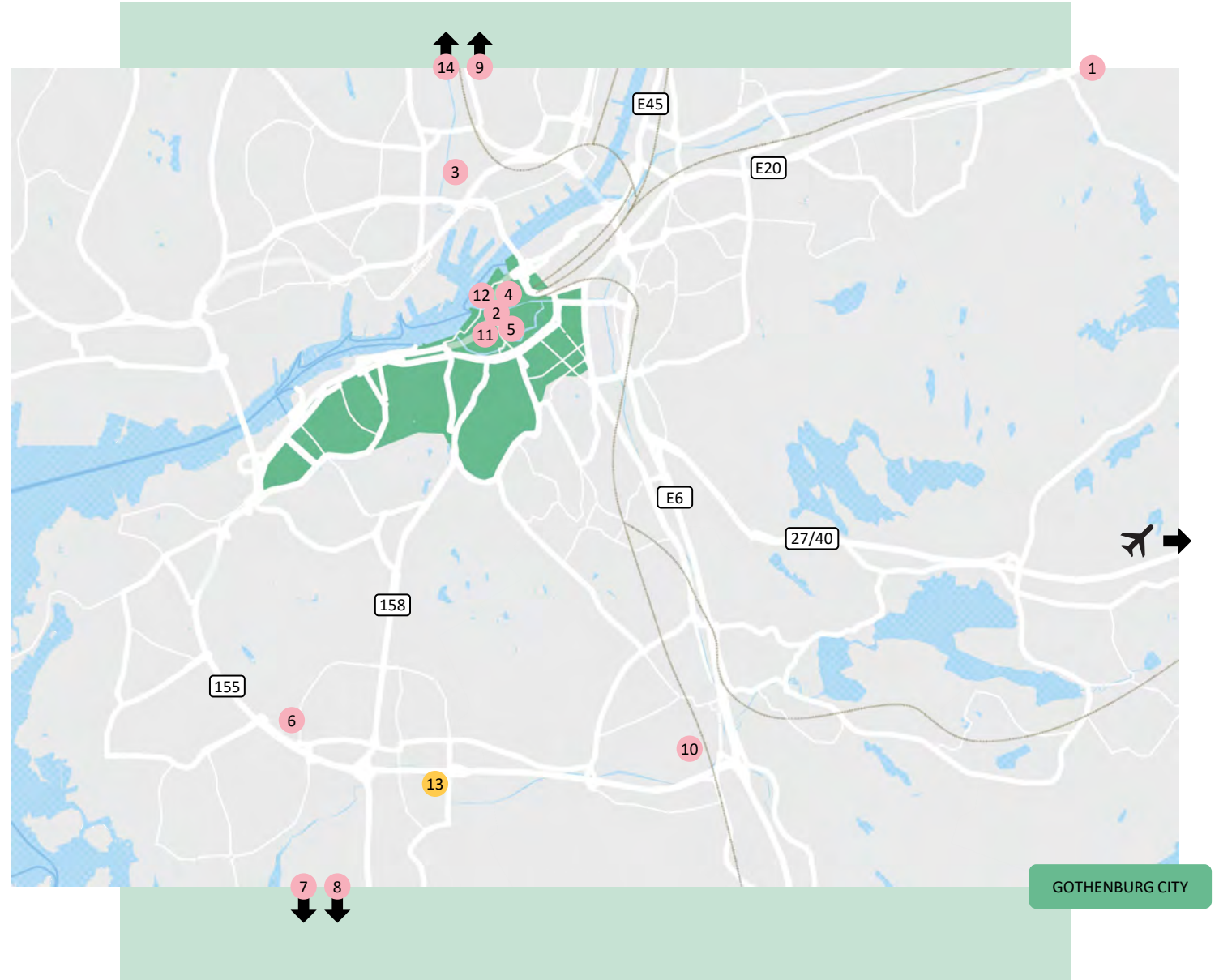
TYPE OF SHOPPING DESTINATION

SHOPPING CENTER

RETAIL PARK

1. ALLUM
 2. ARKADEN GALLERIA
 3. BACKAPLAN
 4. FEMMAN
 5. FREDSGATAN/FREDSTAN
 6. FRÖLUNDA TORG
 7. HEDE FASHION OUTLET
 8. KUNGSMÄSSAN
 9. KONGAHÄLLA CENTER
 10. MÖLNDAL GALLERIAN
 11. NORDISKA KOMPANIET (NK)
 12. NORDSTAN
 13. SISJÖ RETAIL PARK
 14. STENUNGSTORGET CENTER
- ✈️ GÖTEBORG LANDVETTER AIRPORT

Source: HUI



GOTHENBURG

KEY RETAIL AREAS IN GOTHENBURG CITY CENTER

1. ARKADEN GALLERIA
2. FEMMAN
3. NORDISKA KOMPANIET (NK)
4. NORDSTAN



Source: HUI



Photo: Per Pixel Petersson / Image Bank Sweden

MALMÖ

The gateway to the Nordics, Skåne's commercial capital Malmö is southern Sweden's largest city and its thriving growth centre offers access to 4.4 million regional consumers. With its proximity to continental Europe, Malmö is a modern and vibrant city, great for work, play, and business opportunities.

KEY FACTS MALMÖ

GRP/Capita (2021) - county	451 000 SEK
Population (2022)	357 377
Population (2022) - county	1 414 324
Workforce, daytime population (2021) - county	0.64 million
Employed within retail, 16+ yrs (2021)	34 858
Foreign owned companies (2021) - county	2 913
Employees at foreign owned companies (2021) - county	83 257
Commercial bednights (2022) - county	6.5 million
Average age (2022)	38.7 years
Single households (2022) - county	47 %
Highly educated people (2022)*	39 %
Average net monthly income, 20-64 yrs (2021)	27 567 SEK
Retail Sales (2021)	26 995 mSEK
Retail Sales (2021) - county	91 948 mSEK



Photo: Werner Nystrand / Image Bank Sweden

RETAIL SALES INDEX

	Daily goods	Non-daily goods	Total
Malmö	96	130	112
Sweden	100	100	100

Source: HUI, Handeln i Sverige, 2021

*Refers to post-secondary education, 3 years or more, and postgraduate education

MALMÖ

EUROPE MEETS SCANDINAVIA

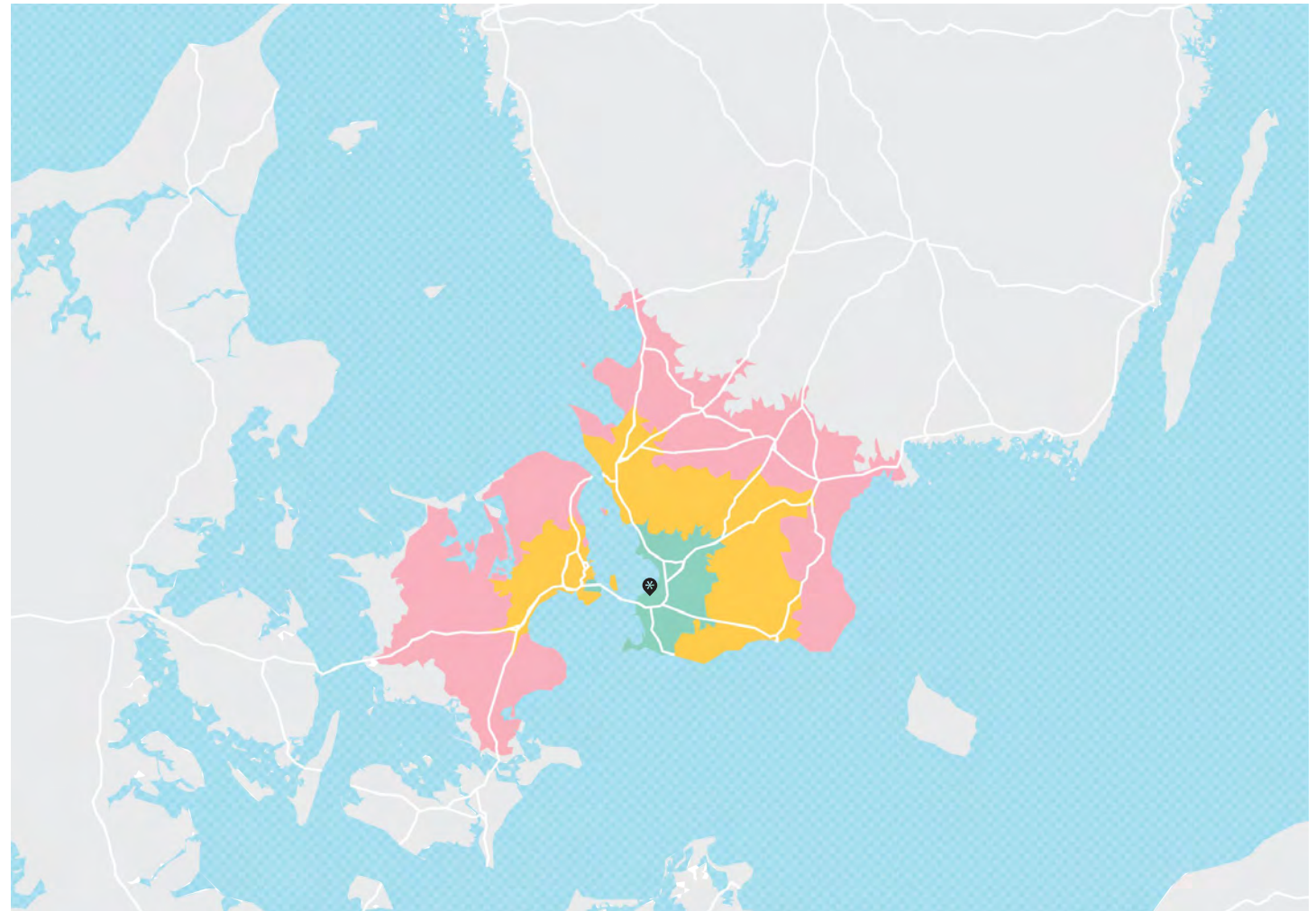
Europe meets Scandinavia in Skåne, and the result is the best of both worlds—here, Swedish values and sensibilities are warmed by the influence of the multicultural mainland. Together with Greater Copenhagen via the Öresund Bridge and a shared economic area that is home to 4,4 million consumers, Malmö is a city rooted in diversity, ingenuity and togetherness. Known for its sustainability initiatives, innovative economy and superior quality of life, Malmö is an exciting new destination for any retail brand.

POPULATION WITHIN

30 min	0,7 MILLION
60 min	2,8 MILLION
90 min	3,9 MILLION

Areas and population in the Malmö region that you can reach by car in a given time.

Source: HUI, Esri, Statistics Sweden, 2021 (30 min) and 2017 (60 & 90 min)



MALMÖ

SHOPPING DESTINATIONS IN THE MALMÖ REGION

From city malls, retail parks and award-winning shopping centers; Malmö region has something for everyone.

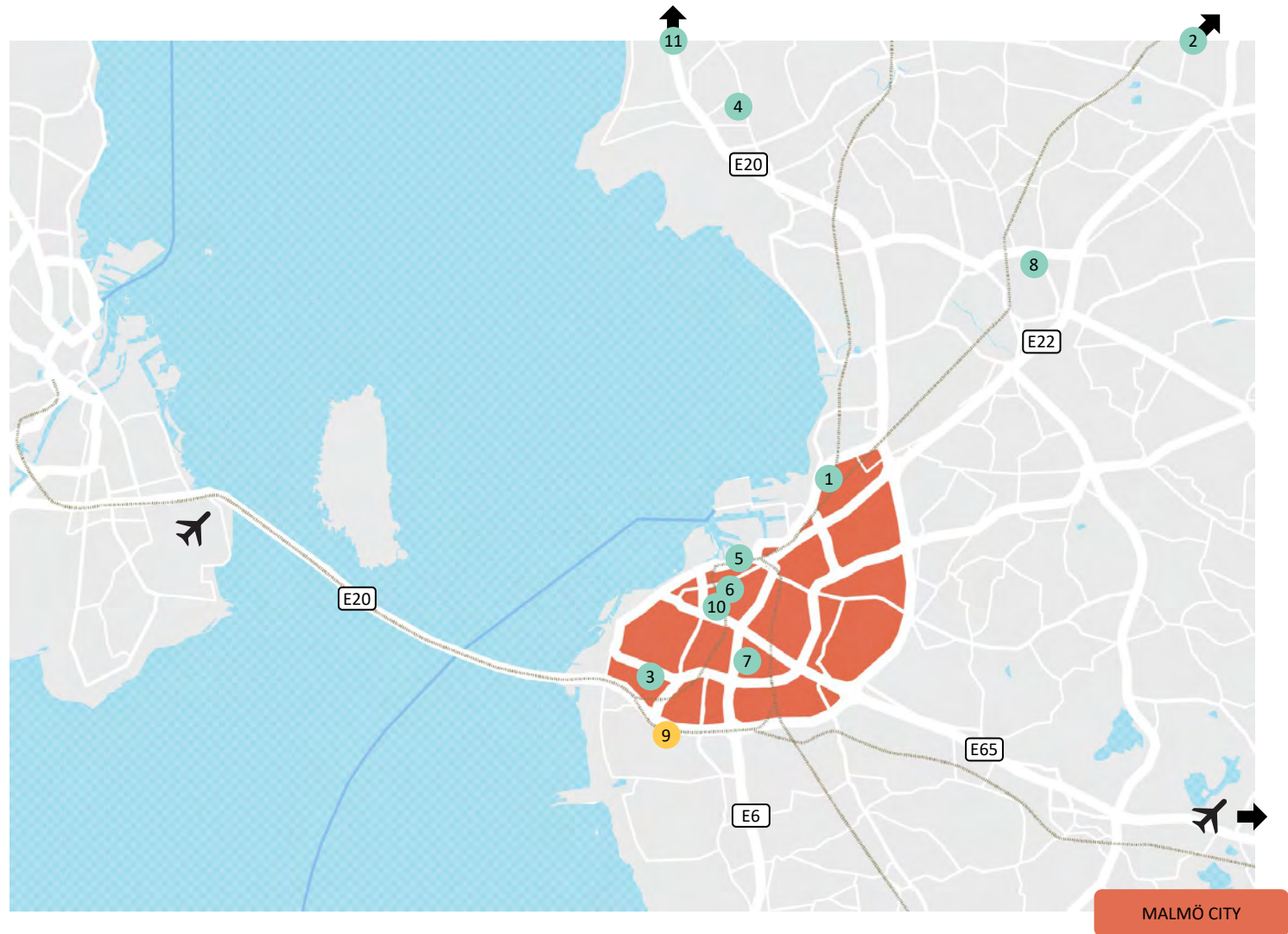
TYPE OF SHOPPING DESTINATION

SHOPPING CENTER

RETAIL PARK

1. BURLÖV CENTER
 2. C4 SHOPPING
 3. EMPORIA
 4. GALLERIA CENTER SYD
 5. KV. CAROLI
 6. HANSA
 7. MOBILIA
 8. NOVA LUND
 9. SVÅGERTORP RETAIL PARK
 10. TRIANGELN
 11. VÅLA
- ✈ COPENHAGEN KASTRUP AIRPORT
✈ MALMÖ AIRPORT (OUTSIDE OF MAP)

Source: HUI



MALMÖ

KEY RETAIL AREAS IN MALMÖ CITY CENTER

1. KV. CAROLI
2. HANSA
3. TRIANGELN



Source: HUI

CONTACT US



BUSINESS SWEDEN

the Swedish Trade and Investment Council, assists international companies to invest and expand in Sweden by providing strategic advice, hands-on support and network access, free of charge and under full confidentiality.

www.business-sweden.se



INVEST STOCKHOLM

is the official investment promotion agency of Stockholm. We work on a long-term basis with the marketing and development of the Stockholm region as a business destination.

www.stockholmbusinessregion.com



BUSINESS REGION GÖTEBORG

is the official investment promotion agency of the Gothenburg region. We are dedicated to strengthening and developing trade and industry in this region. We offer local expertise, market information, tailor-made data/ analysis and contacts facilitating the establishment and expansion of businesses in greater Gothenburg.

www.investingothenburg.com



INVEST IN SKÅNE

is the official business promotion agency for southern Sweden. We provide free professional advice and services to international companies considering southern Sweden for future investments and assist regional companies in developing their international business.

www.investinskane.com

2023 / 2024

Retail Guide SWEDEN