



Consumer Lifestyles in Sweden

June 2025

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Consumer landscape in Sweden 2025

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Personal traits and values

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Consumers in Sweden like testing out new products and offerings

Gen Z anticipate an improvement in their financial situation

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Cleaning and other domestic chores - most popular home activity among Millennials

Consumers in Sweden prefer socialising with friends in person

Smart home functionality - most desired home feature by Baby Boomers

Proximity to public transport - most desired external feature by Baby Boomers

Respondents desire value for money when travelling

Home life and leisure time survey highlights

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Eating and dietary habits

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Swedes are ready to pay more for free range products

Eating and dietary habits survey highlights

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Working life

Gen X places highest priority on having responsibility and challenging work

Consumers in Sweden want to have a job that allows for a strong work-life balance

Older generations want to have job security

Swedes would like to have flexible start and finish times

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Consumers in Sweden participate in walking or hiking

Massage most popular stress-reduction measure among Gen X

Respondents think health and nutritional properties is the most influential product feature

Older generations use apps to track health or fitness

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Swedes love searching for discounts

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Gen Z consumers look for personalised shopping experiences

Swedes showing strong willingness to purchase second-hand or previously-owned items

Consumers in Sweden often sell used or second-hand items

Gen Z regularly follow or like companies' social media feeds or posts

Younger generations read consumer reviews online

Consumers in Sweden expect to spend more on groceries

Baby Boomers can regularly save a part of their income

Shopping and spending survey highlights

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