



Cafés/Bars in Sweden

March 2026

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Cafés/Bars in Sweden - Category analysis

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Rising consumer confidence and strategic scaling propel Sweden's cafés/bars

INDUSTRY PERFORMANCE

Economic recovery and social demand reinvigorate Sweden's cafés/bars

Chained operators drive dynamism in bars/pubs

Chained specialist coffee and tea shops outpace independent rivals

WHAT'S NEXT?

Economic recovery and social engagement to fuel future growth of cafés/bars

Digital platforms to expand delivery footprint for Sweden's cafés/bars

Sustainability and ethical transparency as new benchmarks

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Espresso House retains lead of highly fragmented competitive landscape

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Digital integration and proprietary solutions redefining foodservice fulfilment

Digital loyalty and social influence are reshaping consumer engagement

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Economic recovery and rising consumer confidence to drive future growth

Autonomous innovation and the elevation of convenience

Sustainability and dietary evolution driving future foodservice strategies

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