



Home Products Specialists in Sweden

June 2026

Table of Contents

Home Products Specialists in Sweden - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Products Specialists Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Products Specialists

INDUSTRY PERFORMANCE

Home Products Specialists Rebound as Economic Conditions Improve

Ikea'S Loyalty Programme and Robotics Deal Fuel Innovation and Engagement

Chart 2 - Ikea Signs Agreement with Local AI Robotics Company

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Pet Humanisation Trend to Continue to Push Growth for Pet Shops and Superstores

Chart 5 - Analyst Insight for Home Products Specialists

Omnichannel and Sustainability Approaches to Shape Retailer Strategies

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Clas Ohlson Gains through New Stores and Product Launches

Chart 8 - Ikea Goes Viral with Its Loyalty Programme

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Home Products Specialists

Chart 12 - Real GDP Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Home Products Specialists

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in Sweden - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Supermarkets Lead In-Store Sustainability While Price-Sensitivity Boosts Discounters

Chart 18 - Coop Launches In-Store Farming

Ikea and H&M Invest in Ai to Improve Efficiency, Sustainability and Marketing

Chart 19 - Ikea Signs AI Agreement with Rebl Industries

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Retailers Attracting Value-Seeking Shoppers to Register Strong Growth Amidst a Polarisation of Demand Trend

Chart 22 - Analyst Insight for Retail

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Innovation through Partnerships Adds Dynamism to the Competitive Landscape

Chart 25 - Åhléns Partners with TrusTrace

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 28 - Standard Opening Hours by Channel Type 2025

Seasonality

Christmas

Black Friday/Black Week

Summer sales

ECONOMIC CONTEXT

Chart 29 - Economic Context for Retail

Chart 30 - Real GDP Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Retail

Chart 33 - Population 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-products-specialists-in-sweden/report.