SWEDEN AT A GLANCE

- Top performing economy in Europe
- Largest market in the Nordic region
- Strong retail sales growth for 18 consecutive years
- Wealthy consumers with high purchasing power
- Population growth and a large well-educated middle class
- Recognised as a trendsetting and progressive country
- Sophisticated and early adopting consumers
- Strong appetite for new international retail brands
- Well established test market
- Availability of attractive retail space
- Transparent market and easy to do business
WE ARE GLAD that you picked up this publication, since it means you are interested in learning more about retail opportunities in Sweden. The purpose of this guide is to give an overview and assist in the evaluation of entering this dynamic Swedish market.

Sweden stands out from the crowd and outperforms the rest of Europe in many key areas such as economy and competitiveness. Equally importantly, we are a nation of high-income earners with a large share of expenditure on retail and food & beverage. Swedes are also recognised as widely travelled trendsetters, innately curious about new international brands and products. And since the purchasing power is one of the highest in Europe, they have ever-increasing means to still that curiosity. Many new international brands have already discovered the potential but there is room for many more. The share of international retailers in Sweden is low compared to the markets in the rest of Europe.

Sweden stands out from the crowd and outperforms the rest of Europe in many key areas such as economy and competitiveness.

This guide will chart retail opportunities in Sweden’s three largest city regions – Stockholm, Gothenburg and Malmö – and provide hard facts and information about the market, demand and supply. It has been developed in joint collaboration between the national trade and investment council Business Sweden and the regional investment promotion agencies of Stockholm, Gothenburg and Malmö and the Stockholm City Center Partnership. Partners are the Swedish Trade Federation, the Stockholm Property Association, property owners and consultants.

Please contact us for advice, network contacts and establishment support – free of charge and in full confidentiality – to assist you further in evaluating the opportunities and setting up a successful business in Sweden. Please see contact details at the back.
Sweden is the very epicentre of the Nordic region, being the largest market, financial centre and hub for business in the region. Together the Nordic countries – Sweden, Denmark, Finland and Norway – make up the 11th largest economy in the world, consisting of 26 million inhabitants.

**The Nordic model – one region, four countries**

Some consider them small nations up north but in fact, the Nordics are continuing to outperform the rest of Europe, showing higher scores on practically every chart and ranking one cares to construct.

The four countries are tied together historically through collaboration and many similarities – political visions, social security and cultural traditions – even language (except for Finnish). This has been internationally labelled as the “Nordic Model” – a hybrid system with its mix of social welfare benefits, openness and high-tech capitalism which has made the region a highly attractive place, both for living and doing business. Add to that security, transparency and lack of corruption. Transparency International ranks all Nordic countries as the least corrupted societies in the world from 1st to 5th place, out of 177 countries.

Each country in the region also shows significant differences, which means that one size of business strategy does not fit all markets. It could be the difference in rules and regulations, ways of doing business, consumer behaviour, taste and preferences as well as the retail market structure and presence of foreign companies.

**High performers in an international perspective**

The Nordic economies, and especially Sweden and Norway, have shown strong development in recent years. The region has stood out from the rest of the developed world with its strong macroeconomic fundamentals. Low sovereign debt, transparent economies, a well consolidated banking system and consumers with sound personal finances, produce a combination of stability and growth potentialities.

However, the developments in the Nordic economies are far from uniform. While Sweden, Norway and Denmark have stable economic growth, Finland are still recovering from recession.

**Comparing wealth with price levels**

Norway stands out with a GDP significantly higher than the rest of the Nordics and Europe, much due to the fact of Norway’s natural resource, oil. But one should also take into consideration that Norway is the most expensive country to live in, with 52 percent higher prices on goods than the EU average. The Norwegians actually flock to Sweden to shop.

Swedish consumers have the second highest GDP per capita in the Nordics and 24 percent higher than the European average, but not as high prices.
If you had to be reborn anywhere in the world as a person with average talents and income, you would want to be a Viking. The Nordics cluster at the top of league tables of everything from economic competitiveness to social health to happiness.

– The Economist, 2013

Purchasing power per capita
Nordic capitals, 2015

<table>
<thead>
<tr>
<th>City</th>
<th>Inhabitants</th>
<th>Purchasing power per capita, SEK</th>
<th>European index*</th>
<th>National index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stockholm</td>
<td>911,089</td>
<td>227,445</td>
<td>186</td>
<td>114</td>
</tr>
<tr>
<td>Oslo</td>
<td>647,676</td>
<td>329,373</td>
<td>269</td>
<td>116</td>
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<tr>
<td>Copenhagen</td>
<td>580,184</td>
<td>211,433</td>
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<td>103</td>
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<td>Helsinki</td>
<td>620,715</td>
<td>215,800</td>
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<td>119</td>
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Purchasing power per capita
Nordic countries, 2014/2015

<table>
<thead>
<tr>
<th>Rank</th>
<th>Europe</th>
<th>Country</th>
<th>Purchasing power per capita, SEK</th>
<th>European index*</th>
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<tbody>
<tr>
<td>3</td>
<td>3</td>
<td>Norway</td>
<td>285,146</td>
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<td>5</td>
<td>5</td>
<td>Denmark</td>
<td>205,686</td>
<td>168</td>
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<td>8</td>
<td>8</td>
<td>Sweden</td>
<td>198,930</td>
<td>163</td>
</tr>
<tr>
<td>10</td>
<td>10</td>
<td>Finland</td>
<td>180,820</td>
<td>148</td>
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</table>

Price levels vs. GDP per capita - European ranking
(Index 2015)

<table>
<thead>
<tr>
<th>Country</th>
<th>Price level</th>
<th>GDP per capita</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norway</td>
<td>152</td>
<td>179</td>
</tr>
<tr>
<td>Switzerland</td>
<td>151</td>
<td>161</td>
</tr>
<tr>
<td>Denmark</td>
<td>137</td>
<td>124</td>
</tr>
<tr>
<td>Sweden</td>
<td>132</td>
<td>124</td>
</tr>
<tr>
<td>Finland</td>
<td>126</td>
<td>110</td>
</tr>
<tr>
<td>Iceland</td>
<td>121</td>
<td>121</td>
</tr>
<tr>
<td>UK</td>
<td>118</td>
<td>108</td>
</tr>
<tr>
<td>Ireland</td>
<td>113</td>
<td>132</td>
</tr>
<tr>
<td>Belgium</td>
<td>112</td>
<td>119</td>
</tr>
<tr>
<td>Austria</td>
<td>112</td>
<td>128</td>
</tr>
</tbody>
</table>

*European average = 100
Source: GfK Purchasing Power Europe 2014/2015

Source: OECD/Eurostat
International companies are attracted to Sweden for numerous reasons. The country is a global leader of innovation with a highly skilled labour force, sophisticated consumers, smooth business procedures, openness to international ownership and a stable economy.

SWEDEN
STANDING OUT FROM THE CROWD
STANDING OUT FROM THE CROWD

Photo: iStockphoto
KEY FACTS SWEDEN

Population 2015, million 9.8
GDP growth 2014, % 2.3
GDP growth 2015 (f), % 3.3
Inflation -0.2
Retail sales growth 2015, % 4.5
Retail sales growth 2016 (f), % 3.5
Unemployment rate 2015, % 6.4
Repro Interest rate -0.35
GDP per capita SEK 404,000
Disposable income per capita SEK 272,316
Total consumption per capita SEK 290,000
Retail sales per capita SEK 69,123
Corporate tax rate, % 22
Swedish krona, SEK/€ (average 2015) 9.3
Swedish krona, SEK/$ (average 2015) 8.3

Source: SCB / OECD

SWEDEN’S LARGEST CITY REGIONS

<table>
<thead>
<tr>
<th>Region</th>
<th>Population 2014</th>
<th>Growth from 2013, %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Stockholm county</td>
<td>2,198,044</td>
<td>1.62%</td>
</tr>
<tr>
<td>2 Göteborg (greater region)</td>
<td>970,912</td>
<td>1.35%</td>
</tr>
<tr>
<td>3 Malmö (greater region)</td>
<td>687,481</td>
<td>1.33%</td>
</tr>
<tr>
<td>4 Uppsala</td>
<td>207,362</td>
<td>1.05%</td>
</tr>
<tr>
<td>5 Helsingborg/Landskrona</td>
<td>178,918</td>
<td>1.62%</td>
</tr>
<tr>
<td>6 Linköping</td>
<td>151,881</td>
<td>1.12%</td>
</tr>
<tr>
<td>7 Västerås</td>
<td>143,702</td>
<td>1.11%</td>
</tr>
<tr>
<td>8 Örebro</td>
<td>142,618</td>
<td>1.44%</td>
</tr>
<tr>
<td>9 Närköping</td>
<td>135,283</td>
<td>1.15%</td>
</tr>
<tr>
<td>10 Jönköping</td>
<td>132,140</td>
<td>1.03%</td>
</tr>
</tbody>
</table>

Source: SCB
Highly competitive and progressive nation

Despite the relatively small population, Sweden consistently ranks as one of the most competitive, productive and globalised countries in the world. Its business community continues to demonstrate the ability to take on new ideas and innovation, adapt to changing business conditions and compete in an international setting. The fact is that Sweden is the birthplace of Alfred Nobel, one of history’s most successful entrepreneurs, and home to many large multinationals such as IKEA, H&M, Ericsson and Volvo, but also to the new innovative start-ups earning global success such as Skype, Spotify and Klarna.

The attractiveness of retail investments is reinforced when looking at Sweden’s dominance in the Nordic marketplace. Sweden has the largest population and the largest retail market, and receives as much foreign direct investment as the Nordic and Baltic countries together. Of all the Nordic countries, Sweden has the highest retail attractiveness when it comes to establishing new business ventures, and international retailers continue to selectively expand in the Nordic region, at a slightly faster rate than Europe’s key cities at an aggregated level. Sweden’s central location and strategic gateway to Northern Europe have also made it a natural logistics hub and place for consolidated business in the region.

Growing population

Sweden’s population is 9.8 million and the country has enjoyed steady population growth over the past 20 years, especially in urban areas, due to net immigration, increasing birth rates and lower mortality. And the trend is expected to continue. The annual population growth rate today is 1.1 percent, compared to the EU 27 average of just 0.3 percent. The majority of the population lives in the middle and southern parts where the largest cities – Stockholm, Gothenburg and Malmö – are situated. The largest increase can be found in the capital Stockholm. The levels of immigration mean that the population is highly diverse, with people from different cultures.

Wealthy middle class with one of the highest purchasing power in Europe

Disposable income and private consumption growth are stronger than in most other European countries. There is a large middle-class segment with high spending power and the difference between high and low-income households is low. Put simply, Swedes are wealthy and 80 percent of the population receives 75 percent of total income.

Sweden is in good financial shape

• Public finances are balanced
• GDP growth is solid
• Employment levels increasing
• Interest rate low
• Consumer confidence high
• Purchasing power high
• Retail sales growing
The Swedish Retail Market
Impressive Growth and Strong Demand

Strong retail sales growth in Sweden
The Swedish retail market has enjoyed positive annual growth for 19 consecutive years fuelled by both the steady growing population growth and rising disposable income. The 2nd quarter of 2015 was also the strongest seen to the last 16 quarters. In 2015 retail sales grew by 2.2 percent to 678 bn SEK and is expected to grow by 3.5 percent in 2016. Sales are also strongest in the largest city regions. Growth in both private consumption and retail sales is stronger in Sweden than in almost any other European country and is forecast to outperform most other countries. Swedish consumers have increased retail spending for more than a decade and retail sales account for some 33 percent of total household expenditure. Adding on Food & Beverage, the share is almost 40 percent.
Another driver of retail sales growth is the increasing shopping tourism. (See Tourism section.)

Strong growth in e-tailing
The strong growth in e-commerce of goods continues with total sales of 43 bn SEK in 2014, an increase of 19 percent. Online sales amount to 6 percent of the total retail sales and about one third (35%) of the Swedish population makes at least one purchase online every month. Consumer electronics, clothes and books top the list. Increasingly, traditional store retailers complement store sales with online sales. The consumers choose to shop from international sites to a greater extent, preferably fashion.
Demand within many segments
There is a welcoming attitude in Sweden, both among consumers and property owners, to concepts that add diversity to the retail market structure. The fact that Sweden has four distinct seasons, for example, creates a demand for a wide range of products and services related to the home and leisure activities. Swedes are also characterised by a love of outdoor activities, sports and other healthy pursuits. Showing off your perfectly decorated home with a newly renovated kitchen and bathroom and invite your friends over for dinner is equally important. But simultaneously Swedes spend an increasing amount of money on eating and drinking out. The Food & Beverage sector has grown rapidly during 2015. (See Food & Beverage section.)

PRESENCE OF INTERNATIONAL RETAILERS
Stockholm is the springboard for retailers into the region and has the highest presence of international retailers compared to its Nordic peers, followed by Copenhagen, Oslo, Malmö, Gothenburg and finally Helsinki.

Source: JLL

E-COMMERCE SALES, 2006-2015 (bn SEK)

<table>
<thead>
<tr>
<th>Year</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015 (f)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>14.3</td>
<td>17.7</td>
<td>22.1</td>
<td>27.7</td>
<td>31.6</td>
<td>37.0</td>
<td>42.9</td>
<td>50</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sales in e-commerce is expected to reach 50 bn SEK by 2015
Source: e-barometern

PRESENCE OF INTERNATIONAL RETAILERS

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Mainstream</th>
<th>Premium</th>
<th>Luxury</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Stockholm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Copenhagen</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Oslo</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Malmö</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Gothenburg</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Helsinki</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: JLL

1 Swedish krona, SEK = € 0.106, EUR (average 2015)
Mature but vibrant retail market
The Swedish retail market is well developed and dominated by a small number of large chains. This is especially true for the volume trade of clothing, furniture and food, where it is common for several different chains to have the same owners. Swedish H&M is the third largest global clothing retailer in the world and IKEA the world’s largest furniture retailer. The success of the two multinationals illustrates that the Swedish retail market is mature and innovative and can compete well in the international market.

Opportunities in most retail segments
Sweden is well suited to new retail concepts and there are opportunities in most segments. The market is largely unregulated and open to international retailers. However, as the global retail industry has expanded rapidly into new markets, the Swedish and Nordic markets have been relatively untapped by international retailers. Traditionally, the country has been dominated by domestic and Scandinavian brands, but in recent years new brands have entered the market with further expansion plans. There have been a number of new openings during the last five years. Examples are Hollister, Desigual, River Island, Sephora, Apple Store, Zara Home, Habitat, Decathlon and Picard. There is also an increasing interest from premium brands like Prada, Stella McCartney, Ralph Lauren and more, in establishing themselves in the exclusive Bibliotekstan in Stockholm. In addition to that, food and beverage players are also entering the market. For example, the US coffee giant Starbucks is to expand in Stockholm and open its second coffee shop in the Swedish capital. Jamie Oliver’s Italian, KFC and Dunkin Donuts are also about to enter.

International retail brand entrants – a selection
- American Apparel
- Apple Stores
- Burberry
- Decathlon
- Desigual
- Habitat
- Hamleys
- Hollister
- Hunkemöller
- Illum Bolighus
- Marc Jacobs
- Picard
- Prada
- Ralph Lauren
- Rituals
- River Island
- Sephora
- Stella McCartney
- Victoria’s Secret
- XXL Sport
- Zara Home

There have been a number of new openings during the last five years. Examples are Hollister, Desigual, River Island, Sephora, Apple Store, Zara Home, Habitat, Decathlon and Picard.
The grocery market in Sweden is dominated by Swedish chains ICA, Coop and Axfood but the competition from discount grocery players like German Lidl and Danish Netto is increasing.

The pharmaceutical market was deregulated in 2009. Since then, a number of new players have entered the market and more pharmacies have opened, like Celecio with LloydsApotek.

The sports and leisure sector is a good example of how increased international competition is changing the local market. With the recent arrival of the retail chains XXL Sport from Norway and Decathlon from France, the market is becoming more competitive and focuses on both low prices and broad variety. Swedish sports retailer Stadium and Intersport are being forced to change formats to adapt.

The home electronics sector has seen a similar development occur in the home market, with the German giant Media Markt entering the market in 2007. Aggressive marketing and increased competition eventually led to the Swedish chain OnOff being forced to declare bankruptcy in 2011.
Swedes are recognised both for setting new trends and rapidly adopting them from abroad. They travel widely and thus expand their minds culturally.
Swedes are recognised both for setting new trends and rapidly adopting them from abroad. They travel widely and thus expand their minds culturally, exposing themselves to many different cultures and developing a taste for new brands and experiences, which they love to test against their own high standards. Swedes are also demanding buyers who value function and quality as much as design and branding in purchasing decisions. As consumers, these globalised and curious Swedes with urban lifestyles embrace newness, are eager to try new concepts - both setting new trends and rapidly adopting them from abroad. This national mindset has led many players to use Sweden as a testing ground for new products and services. For example, Michael Kors, Coca-Cola, Diesel, Microsoft and Apple have all used Sweden for early commercialisation projects.

The use of social media and mobile communication is high and Sweden has the highest penetration of internet users in the world. The consumption patterns mirror both equality and individuality. Alternative lifestyles and relationship patterns are tolerated and welcomed. New movements within fashion, music or design are often communicated through media, blogs and personalities. According to the World Value Survey, Sweden is one of the most individualised and secularised countries in the world. This makes its consumers different from any other country - while at the same time staying a homogeneous group.

“The Swedish Consumer
Curious and Progressive Trendsetters

Sweden is one of the most individualised and secularised countries in the world.
- World Values Survey
Tourism facts

44 bn SEK
46 percent is spent on shopping

Expected to spend SEK 60 bn in the Swedish retail market 2020

Tourism facts

269 bn SEK
in total expenditure from tourists (+5.2% since 2013)

Foreign consumption in Sweden has increased twice as much as the domestic consumption

Tourism facts

57 million overnight stays, of which 14 million are international

Shopping is the largest expenditure with a 16% increase since 2013
Record volumes and shopping expenditure fuel Swedish retail sales.

**LARGE INCREASE IN SHOPPING TOURISM**

**WITH THE FASHIONABLE** lifestyle in the largest cities and five-star culinary adventures, Sweden is gaining the attention of travellers from around the world. A new record was set in 2014 when **57 million commercial overnights** were registered, the largest increase originating from non-European countries like **China, Japan and Russia**. The capital Stockholm attracted most visitors with **12 million** overnight stays.

The fact that tourism is the fastest growing industry in Sweden has had a significant impact on retail and shopping culture. Revenues from international visitors have more than doubled in the last five-year period, and visitor volumes have increased faster than the European average. This trend can be observed in the capital city, where luxury brands compete for the affluent traveller’s attention on Stockholm’s high streets. Shopping was the largest single expenditure for international visitors – **44 bn SEK**.

**FOREIGN VISITORS EXPENDITURES IN SWEDEN, 2014**

| Shopping: 46% | Fuel: 8% |
| Accommodation & restaurants: 23% | Culture & recreation: 6% |
| Transportation: 15% | Other: 1% |

Source: Swedish Agency for Economic and Regional Growth / SCB

| Source: Swedish Agency for Economic and Regional Growth |

| TOP COUNTRIES VISITING SWEDEN | Thousand overnights |
| Norway | 3,293 |
| Germany | 2,801 |
| Denmark | 1,096 |
| UK | 667 |
| Netherlands | 617 |
| Finland | 540 |
| USA | 509 |
| Switzerland | 305 |
| France | 293 |
| Italy | 236 |

Source: Swedish Agency for Economic and Regional Growth

**Welcome to Sweden!**

Since 2013 there has been a steady increase in visitors from almost all the top visiting countries. Netherlands, Switzerland and USA is among the top with an 12% increase. Norway is undoubtedly the most frequent visitor despite with only 1% increase, followed by Germany with 8%. Only Denmark and Finland have fewer overnight stays than previous year.

*Did you know ...* 
... that Eurovision 2016 is held in the Globe arena in Stockholm. An event that nearly 200 million people watched on TV in 2015.
FOODIE NATION WITH GREAT TASTE

The all-pervasive Swedish interest in food and beverage experiences is continuing unabated. Food innovators are gaining an international reputation, and consumers are dining out like never before.

SWEDISH CONSUMERS are spending more and more money on food and beverages. The restaurant industry’s turnover is growing fast and hit a record high of 110 bn SEK in 2014. An increase by 4.2 percent from previous year and a 40 bn SEK increase the last 10 years.

Sweden has also emerged as a foodie nation to watch, with its modern food scene, indigenous cuisine and culinary techniques that highly influence global trends. Swedish chefs have achieved world recognition by taking home both gold and silver medals at the culinary Olympics, the Bocuse d’Or. And with gourmet restaurants opening their doors all over the country, Sweden has transformed itself into one of Europe’s haute cuisine hot spots, which has definitely caught the eye of food critics across the globe.

As of 2015, there are three restaurants with double Michelin stars in the country – Mathias Dahlgren Matsalen, Oaxen and restaurant Frantzen, all located in Stockholm. A total of 21 Michelin stars are currently spread over 18 restaurants in Stockholm, Gothenburg and Malmö.

One particularly enlightening example of the segment’s boost is the case of Mood Stockholm, the Stockholm city shopping centre where eateries showcase a far bigger turnover than expected. And bear in mind that food and drink prices in Sweden are the fourth highest in the EU.

Unsurprisingly, curiosity about new types of food and beverages is strongest in the larger cities of Stockholm, Gothenburg and Malmö, where expectations of new restaurants and food and beverage initiatives are high. This makes these cities a great testing ground. Opportunities for anyone who wants to introduce new exciting F&B concepts to Sweden most certainly exist – from fast food to more fine dining concepts.

Opportunities to introduce new exciting F&B concepts to Sweden certainly exists.
GOOD SUPPLY OF RETAIL SPACE

The Swedish shopping centre market is one of the most mature and well developed in Europe. Major attractive developments cater for increased demand.

THERE IS A CONSIDERABLE supply of retail space on the Swedish market and the total retail stock amounts to approximately 18 million sq m, including shopping centres, retail parks and high street premises. Sweden has some 400 sq m GLA per 1,000 people, compared to the EU average of 231 sq m retail space per 1,000 people.

Ever since the 1950s, Swedish families have been happily making weekly trips to their shopping destinations, both out of town and in the cities. Some 30 percent of the non-daily goods market occurs in shopping centres. In the Stockholm area, this figure is closer to 50 percent. The retail sales in shopping centres account for more than 33 percent of total retail sales in the country.

There is a healthy nationwide supply due to major ongoing and planned expansions of shopping centres and retail parks throughout the country, as well as a number of city-centre renewal projects. Much of Sweden’s retail space is under institutional ownership and many owners specialise solely in retail property. Developers and property owners are working constantly to increase attractive retail space due to strong private consumption and growth in retail sales.

Most major Swedish cities have at least one retail park, with IKEA dominating the out-of-town market. The factory outlet centre market is immature and only a few schemes have opened, including Arlandastad Outlet Village and Freeport Designer Factory Outlet.

Some 15 new shopping centres located all over Sweden are in the pipeline stretching to 2017. Some of these recently opened and ongoing developments are presented in the following city guides, ranging from high-tech setups with a GLA of more than 100,000 sq m, to specialised city district developments and shops in restored historical buildings. Examples are Mall of Scandinavia - the largest shopping centre in Scandinavia, to be opened in November 2015.

EXCELLENT LOGISTICS HUB FOR NORTHERN EUROPE

SWEDEN RANKS TOP as the most trade-friendly and logistically efficient nation in the world, moving goods and connecting manufacturers and consumers with intentional markets. Sweden is the preferred choice when companies consolidate distribution and warehousing activities in Northern Europe to one central location. From Sweden, all major cities in Sweden, Denmark and Norway are accessible by road transport in less than 12 hours, while Estonia, Finland, Latvia, Lithuania and western Russia are accessible within 24h. Some ten Swedish locations are used by foreign companies for centralised distribution in Northern Europe.

Infrastructure investments have provided Sweden with an outstanding capacity to assure fast, frequent and timely deliveries. Road and rail capacity to and from Sweden is supported by several high frequency ferry connections and an extensive port network. The Swedish distribution network comprises a large number of freight-forwarding and full-service third-party logistics (3PL) providers. Driven by demands from diversified and multinational industries, Sweden’s logistics sector has become one of the most capable in Europe. Early globalisation of Swedish created high demand for efficient transport and communications systems.

Did you know …

…Since 2007, the café segment alone has grown with 70 percent. Twice as much as the industry in total.

1 Swedish krona, SEK = € 0.106, EUR (average 2015)
Mood, Stockholm

Gallerian, Stockholm

Food experience, Gothenburg

Picninc, Sweden

Grandpa, Stockholm

Local brewery, Malmö

Turning Torso, Malmö

Liseberg, Gothenburg
Way of entering the market
The most common way to enter the Swedish retail market is through direct ownership. Franchise and entering via shop-in-shops could also be a way but the Swedish franchise market is not that mature compared to other European countries. It can be difficult to find financial partners and master franchisees investing in new international brands.

Favourable rental conditions
There are no restrictions on foreign companies either buying or renting property in Sweden. It is generally believed that the Swedish lease structure is more orientated toward tenant than landlord. The tenancy security is strong and the tenant has the right to renew at the lease end. Standard lease terms are 3–5 years for shopping centres and high street units. Longer terms, usually 7–10 years, apply for retail parks and anchor tenants. Rents are normally constructed as a minimum base rent with a turnover element if sales exceed the base rent. Rents are annually indexed to the development of consumer prices, and the tenant has the right to renew the contract for three years.

Commercial leases and rents
Compared to other countries, tenants have a strong legal position and right to the rented premises. Generally, landlords bear a higher proportion of operating costs than in other countries. Rent usually includes heating and water but not electricity or telecommunications. Rent also often includes cleaning of common areas and snow removal. Rental costs for a fashion store typically amount to 8–10 percent of sales.

Opening hours
Companies are free to set their own opening hours, as long as this is not in conflict with the rental contract. It is common for the retail trade in a specific city to coordinate opening hours. Typical opening hours for high streets are 10.00–19.00 Mon–Fri, 10.00–17.00 Sat, 11.00–16.00 Sun. For shopping malls opening hours are longer, until 20.00/21.00 weekdays and 17.00/18.00 weekends. For grocery stores opening hours are longer.

Salary costs
The median monthly salary for a full-time sales clerk in retail is 24,300 SEK, excluding social fees. Typically, salary costs for a fashion store amount to 17–19 percent of sales. There is no statutory minimum wage in Sweden; wage issues are instead left to employers and employees and their representatives. In the retail sector the trade union stipulates in the collective agreement a minimum monthly and hourly wage depending on age and experience.

Starting a business in Sweden - fast and easy
Setting up a business in Sweden is a straightforward process. Procedures are simple and efficient, based on a transparent system that seeks to facilitate establishment of new enterprises without bureaucracy. 85 percent of the population speaks English.

For more detailed information on how to expand to Sweden - please contact Business Sweden.

RETAIL RENTS 2015
SEK/year/ sq m - Average market rent to top rent

<table>
<thead>
<tr>
<th>City</th>
<th>AA Location</th>
<th>A Location</th>
<th>B Location</th>
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<td>800-1517</td>
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Source: Newsec
BRINGING BUSINESS TO SWEDEN
AN A-Z GUIDE

What seems to be the overall experience among companies that have brought their business into the Swedish market is how easy things are. The business climate is characterised by simplicity, openness and transparency. Presented here is list of arguments, in alphabetical order, as to why Sweden is a thriving market that should be looked into.

ANNUAL GROWTH
The Swedish retail market has enjoyed positive annual growth for more than a decade, fuelled by steady population growth and rising disposable incomes. Overall, retail sales show an increase of 51 percent since 2000, and according to the Swedish Trade Federation, retail sales are expected to grow by 30 percent until 2020.

BUSINESS FRIENDLY
Sweden is known for its non-hierarchical management approach based on consensus, knowledge-sharing and delegation of responsibility to the individual. Business frameworks are transparent and user-friendly. A high percentage of those employed speak English, and in many cases, additional languages.

COLLECTIVE AGREEMENT
Sweden has a tradition of mutual respect and cooperation between companies and their employees. Labour relations between employers and trade unions are cordial and constructive. Industrial disputes and conflicts are rare. Employers or employers’ organisations hold discussions with the unions to agree on collective agreements for employees. These regulate wages and employment conditions. About 90 percent of employees in Sweden are protected by collective agreements. Employers in the retail industry are automatically entered into collective agreements when they become members of the Swedish Trade Federation.

DOUBLE TOURISM REVENUES BY 2020
Tourism is Sweden’s fastest growing industry, with significant revenues expected to double by 2020. Shopping tourism is on the rise and Sweden is mostly visited by tourists from neighbouring Denmark, Norway and Finland, and others nearby, such as Germany and the UK. Strongest growth comes from non-European markets like China, Japan and Russia.

EXPERTS’ FAST TRACK
Sweden offers special income-tax relief to encourage highly skilled people, such as international executives, experts, researchers and others with special skills, to work in Sweden. The tax relief scheme makes it easier for foreign-owned and domestic companies to attract experts and other key people from abroad to work in Sweden. The tax relief is motivated by the fact that foreign experts and others who live in Sweden for short periods cannot gain full advantage from Sweden’s social welfare and pension system.

FINANCIALLY STABLE COUNTRY
Sweden has not been affected by the financial crisis as the rest of Europe. With lowered interest rates and rising disposable incomes, the outlook is positive. In addition, low sovereign debts, transparent economies, an intact banking system and consumers with sound personal finances produce a rare combination of stability and growth potential. Sweden has a competitive export industry focusing on investment and on input goods such as components and raw materials.

GROCERY GIANTS
The three largest retailers in Sweden are in the grocery retailer segment. The largest of these companies, in terms of retail sales value in 2014, is ICA Sverige, followed by Axfood and Coop Sverige. Multinational actors play an important role in Swedish retail, especially in non-grocery retail, but they are now gaining in significance even in grocery retail thanks to the escalating share of German Lidl and Danish Netto discounters.

HQs CHOOSE SWEDEN
Sweden has the second highest number of global headquarters in the world per million inhabitants. 24 of the Forbes 2000 companies have their global headquarters in Sweden.

INTERNET SAVVY
Sweden tops the Networked Readiness Index’s (NRI) rankings as the third most networked economy in the world. The country’s showing is outstanding across the board: 1st, 2nd, and 3rd for individual usage, business readiness, and infrastructure environment, respectively. E-commerce of goods grows strongly. Seven out of ten consumers shop online, with consumer electronics, clothes and books topping the list.

JUST ONE WORLD
For most Swedes today, sustainability is a way of life. Sweden ranks first in the EU in consumption of organic foods, leads the way in recycling drinks cans and bottles, and gets most of its energy from renewable sources. Sustainable development is a key objective for the Swedish Government, both at home and abroad. The reasoning is that members of one generation should conserve resources for future generations.

A recent study by the European Commission found that 40 percent of Swedes had purchased an eco-labelled item over the past month, compared with the EU average of 17 percent. In 2010, Stockholm won an award for being the first Green Capital of Europe, for its efforts to improve the environment, the economy and the quality of life of its citizens.

KEY MONEY
Key money for retail premises is not that common but it exists, particularly in prime locations. A security deposit or bank guarantee equivalent to between three and six months’ rent is normal.

LOW CORPORATE TAX
Sweden is one of Europe’s most competitive locations for corporate taxation. Sweden’s tax structure is transparent, efficient and designed to meet the needs of international investors. Corporate tax is low by international standards at a rate of 22 percent, and is also based solely on the company’s annual profit. No licence tax or local corporate tax is applicable. Tax frameworks for businesses compare very favourably with other OECD nations.
Bringing Business

Swedish Krona, SEK = €0.106, EUR (average 2015)

1 Swedish krona, SEK = ¤0.106, EUR (average 2015)

Think

Agreement.

Conflict with the rental

As long as this does not

Set their own opening hours,

Longer. Retailers are free to

Remain open until 7 pm or

Cities, department stores

Shopping centres and

Most shops are 10 am to

Regular opening hours at

The Global market.

After the other appears on

Successful Swedish company

Is considered an innovative

Amazingly efficient. Sweden

Swedish way seems to be

Normal. However, the

Swedish way seems to be

Amazingly efficient. Sweden

Is considered an innovative

And creative country, and one

Successful Swedish company

After the other appears on

The global market.

Opening Hours

Regular opening hours at

Most shops are 10 am to

7 pm on weekdays. All

Shopping centres and

Department stores are open

On Sundays. In the larger

Cities, department stores

Remain open until 7 pm or

Longer. Retailers are free to

Set their own opening hours,

As long as this does not

Conflict with the rental

Agreement.

Payments on Time

According to Intrum Justitia’s European Payment Index, Sweden is a country where companies can expect to get paid on time for their services. The average payment periods in Sweden are 26 days for B2C and 35 days for B2B, compared to the European average of 36 days for B2C and 49 days for B2B.

Quality of Life

The Human Development Index 2014 from the United Nations ranks Sweden as the world’s 12th best country in terms of living conditions. The report’s human development index compares living conditions in the world’s nations and determines rankings based on a wide range of parameters, including life expectancy, education enrolment levels, adult literacy and economic output.

Rentals Conditions

Compared to other countries, tenants in Sweden have a strong legal position and right to the rented premises. Standard lease terms are 3–5 years for shopping centres and high street units. The tenant has the right to renew the contract for a further three years. Rents are normally constructed as a minimum base rent with a turnover element if the sales exceed the base rent. There is a high standard in the premises and fee structures are generally cost-effective. Rents are linked to changes in the consumer price index to keep pace with inflation. The market rent includes heating and excludes property tax.

Salary Costs

The median monthly salary for a full-time sales clerk in retail is 24 300 SEK, excluding social fees. There is no statutory minimum wage in Sweden; the trade union stipulates in the collective agreement (see above) a minimum monthly and hourly wage depending on age and experience.

Transparency

All Western politicians claim to promote transparency and technology. The Scandinavians can do so with more justification than most. Performances of all schools and hospitals are measured. Sweden is also a leader in e-government – you can pay your taxes with a text message.

Governments are forced to operate in the harsh light of day. Sweden allows everyone access to all official records. Compared to many other markets, Sweden has a transparent climate with information, from real estate agencies to governmental institutions, easily accessible to all.

Urbanisation

Swedes are escaping from the countryside at a fast pace and gathering in the major cities of Stockholm, Gothenburg and Malmö. Stockholm is the fastest-growing city in Western Europe and by 2030, the Stockholm region will have about 4 million inhabitants.

VAT

In Sweden, VAT (in Swedish “moms”) is applied at a standard 25% rate on almost all goods and services. Some exceptions apply, however, to hotel accommodation and groceries (12%) and passenger transportation (6%).

World Competitiveness

Sweden’s overall performance in the prestigious World Bank’s ranking, the World Competitiveness Report, puts Sweden in 10th place in overall global competitiveness. In 7th place in innovation, 8th in business sophistication and 3rd in technological readiness.

X-Trapris

Normally spelled “extra pris”, “x-trapris” is sometimes seen in shop windows to indicate a temporary reduced price on selected items. According to the Consumer Agency’s guidelines on temporary price activities, these concern price reductions of at least ten percent or five percent if the margin is less than ten percent. The item must belong to the shop’s normal range and should have a regular price.

Yuppies at Stureplan

Stureplan is more than an address, it is also Stockholm’s symbol for luxury and style. Business people, media icons, models and celebrities stroll past the square’s famous “mushroom” to visit some of the city’s most exclusive clubs, restaurants and retailers along Birger Jarlsatan and Bibliotekstan.

Zeitgeist Awareness

Sweden is recognised for both setting new trends and rapidly adopting them from abroad. Consumers are considered demanding but also who value new technology, function and quality as much as design.

1 Swedish krona, SEK = €0.106, EUR (average 2015)
STOCKHOLM

THE CAPITAL OF SCANDINAVIA

Stockholm is Europe’s fastest growing city and regularly ranks among the top cities to do business in. The international atmosphere, the beneficial entrepreneurial climate and an audience of affluent, sophisticated shoppers create exciting opportunities for brands in all retail areas.

KEY FACTS STOCKHOLM

GRP/Capita*: 587,219 SEK
Population
• City: 911,989
• County: 2.2 million (+36,000 since 2014)
• Greater region: 3.7 million

Workforce greater region:
2 million

Students: 111,000
Companies: 438,930
Foreign owned companies: 11,570
Average age: 39
Highly educated people: 40%

Single households: 43%
Average income: SEK 279,000
Retail sales*: 143 bn SEK
(24% of total Sweden)

* Stockholm County
Sources: Stockholm Business Region, HUI, SCB

Source: HUI

Retail sales index

<table>
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<tr>
<th></th>
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STOCKHOLM
AN OVERVIEW

PWC has ranked Stockholm the world’s second most competitive city, leading the world in categories such as intellectual capital and innovation, health, security and quality of life. The city is often considered a leader in adopting new technologies and setting new consumer trends. Stockholm is ranked no 1 in the world for quality of life as well as entrepreneurial environment. (PWC Cities of Opportunity Index 2014)

THE GREATER STOCKHOLM region is by far the largest in Sweden, with 3.7 million inhabitants, or 38 percent of the population. Almost four out of ten Swedes live within commuting distance of downtown Stockholm.

More than every third company in Sweden has started up in Stockholm County and accounts for 32 percent of Sweden’s GDP. Almost half of all multinationals with operations in Scandinavia, as well as a majority of Swedish companies, have their headquarters in Stockholm.

Stockholm is the epicentre of one of the most knowledge-intensive and innovative regions in the world, which gives you access to a well trained workforce. Also, the Swedish culture is open-minded, and the ability to bridge disciplines and bring together corporate and academic research environments puts Stockholm in a great position to deliver results.

Stockholmers are trendy and “spendy”
Stockholm County has one of the highest GRPs per capita in Europe. Of the 306 regions in Europe, Stockholm ranks at number seven with a 79 percent higher GRP per capita than the average region in the EU. Compared to the rest of Sweden, Stockholm inhabitants are the highest income earners in the country and spend a large amount on retail.

The consumers have an international mindset and are sensitive to, and accepting of, new trends in every area.

Europe’s fastest growing city creates great retail demand
There has been a considerable surge in new retail space developments and expansions of shopping centres and city districts. Reasons are swelling retail sales and high population growth rates, much higher compared to other leading European cities. Currently, around 36,000 people move into Stockholm each year, half of which are newborn and half new arrivals, which makes it the fastest growing city in Western Europe. Stockholm is predicted to grow at a rate six times faster than Paris and twice as fast as Copenhagen by 2030.

The Stockholm region plans to add another 180,000 new housing units by the year 2021, and new metro lines are also planned. With almost 12 million commercial overnight stays per year, Stockholm County is one of the most attractive tourist destinations in Europe. The city is also recognised as a new culinary destination, with 12 Michelin stars awarded to nine different restaurants.

The opportunities for international retail brands are many and most indicators are in Stockholm’s favour, in particular for retail chains.

Simply put: Stockholm offers high purchasing power, one of Europe’s most popular tourist destinations and an attractive business environment.
DID YOU KNOW THAT...

... Stockholm is the fastest growing city in Western Europe

... Stockholm is at the center of the tourism industry with close to 12 million overnight stays in commercial establishments

... Stockholm ranks as the most popular destination for international retailers in the Nordic region

JLL’s report ‘Destination Nordics 2015’

Stockholm Chamber of Commerce
1. & 18. Kungens Kurva
Owner: IKEA Fastigheter
Turnover: SEK 5,592 m
GLA: 182,200 sq m
No of tenants: 72

2. Barkarby Retail Park
Owner: IKEA Fastigheter
Turnover: SEK 4,485 m
GLA: 159,350 sq m
No of tenants: 57

3. Täby Centrum
Owner: Unibail Rodamco
Turnover: SEK 3,395 m
GLA: 62,075 sq m
No of tenants: 230

4. Sickla Köpkvarter
Owner: Atrium Ljungberg
Turnover: SEK 3,100 m
GLA: 75,525 sq m
No of tenants: 160

5. Kista Galleria
Owner: Citycon
Turnover: SEK 2,325 m
GLA: 54,450 sq m
No of tenants: 170

6. Farsta Centrum
Owner: Atrium Ljungberg
Turnover: SEK 2,285 m
GLA: 51,675 sq m
No of tenants: 159

7. Skärholmen Centrum
Owner: Grosvenor Fund
Turnover: SEK 1,865 m
GLA: 53,950 sq m
No of tenants: 166

8. Ljiljeholmstorget
Owner: Citycon
Turnover: SEK 1,555 m
GLA: 26,400 sq m
No of tenants: 92

Source: SSCD
Sickla Köpkvarter is the hub of a growing new part of Stockholm. A meeting place and strong urban soul where people live and work next door to shopping, restaurants, culture, learning and international corporations with workplaces for about 5,000 people. Sickla also offers a wide cultural range including a library, cinema, museums and craft workshops. The centre has 160 shops with offerings in all segments but with many interior design and furniture retailers. Examples of retailers: G-Star Raw, Designtorget, Urban Deli, Bookbinders Design, Naturkompaniet.

Liljeholmstorg opened in October 2009 and is located directly adjacent to one of Stockholm’s main communications hubs for public transport, where the metro, buses, and trams converge. The shopping centre has three floors with 92 shops, cafés and restaurants. The centre is Europe’s greenest, the first shopping centre in Europe to achieve LEED certification (Leadership in Energy and Environmental Design) at the highest level. Examples of retailers: Deichmann, Clas Ohlson, Esprit.

Mall of Scandinavia Next to the new National Arena by Solna Station, Scandinavia’s largest retail facility Mall Of Scandinavia, will open up in November 2015. This new Nordic flagship will be an important part of the integrated event city. The building covers about 300 000sqm including parking spaces for 4000 cars and in total around 250 shops, restaurants and much more. On the roof of the commercial facility, an office building at 45 000 sqm is planned, along with over 100 apartments. Sweden’s first IMAX cinema will be one of many new experiences for the Stockholm inhabitants and visitors along with restaurants, coffee shops and exclusive shops.

Mall of Scandinavia benefits from an outstanding location, only 7 minutes from Stockholm city, and with direct access from the E4 and E18 highways. A new metro station is also planned for 2022.
1 Swedish krona, SEK = £ 0.106, EUR (average 2015)

Kungsholmen
Mainly a residential area for affluent professionals. The prime retail area is Västermalmstorg.

Södermalm
Stockholm's most populated island, attracting young, trend-sensitive urbanites, includes the retail and F&B district SoFo. The bohemian area is home to a mixture of trendy contemporary boutiques.

Östermalm
This large sophisticated residential area (“Upper East Side”) has the largest concentration of private wealth in Stockholm.

Gamla stan
The Old Town dates from the 13th century.

Vasastan
A hip residential area with many smaller fashion and interior stores and culinary restaurants.

Norrmalm
The central business district and main retail district of Stockholm.

Did you know ...
… that Monocle recently chose Gamla Stan as the “top up-and-coming neighbourhood in the world”

Did you know ...
… that fashion magazine Vogue recently mapped out the 15 coolest neighbourhoods in the world, and Södermalm in Stockholm placed 3rd
Located throughout the city – from the from “Upper East Side” Östermalm to hipster Söder – these are the Stockholmers’ favourite indoor shopping destinations:

### SHOPPING CENTRES

1. **Gallerian**
   - **Stockholm’s first and largest shopping centre**, located in the heart of downtown Stockholm’s commercial hub. Comprising 77 shops and restaurants, Gallerian holds an exciting mix of international and Swedish retailers. Among them are the most successful Hollister store in Scandinavia and the first River Island store in Sweden. The centre is expertly connected with the underground and tram. Car access is one of the best in the CBD. The next step is an additional 5,000 sq m of new retail space containing more attractive shopping, restaurants and entertainment concepts. Retailers include Hollister, River Island, Lindex, Topshop, Clas Ohlson, G-Star RAW and H&M.
   - **Owner:** AMF Fastigheter
   - **Turnover:** SEK 1,825 m
   - **GLA:** 28,075 sq m
   - **No of tenants:** 77

2. **Fältöversten**
   - Fältöversten is located in the heart of Östermalm, one of the most upmarket residential areas in Stockholm. A spacious centre with around 60 stores and restaurants that satisfies most of the shopping needs of its affluent neighbours. The atmosphere is welcoming with big labels sharing the space alongside small high-end and lifestyle brands, traditional and classic but with a modern twist. The centre is continually evolving, aiming to uphold and improve an innovative and exciting mix of food, fashion and service. Retailers include H&M, Kicks, Lindex, Calzedonia and Rituals.
   - **Owner:** AMF Fastigheter
   - **Turnover:** SEK 1,160 m
   - **GLA:** 17,700 sq m
   - **No of tenants:** 60

3. **Ringen**
   - Ringen is at the core of Södermalm, the trendiest and most innovative part of Stockholm and houses a mix of brands that reflect the diverse, creative and innovative people in the area. The galleria is a laid-back space for socialising and everyday shopping needs where different styles create an attractive unity with a quirky edge. To create a feeling of an “urban backyard”, the next step is to develop and improve the food market with the aim of delivering high-standard food and beverage offerings from early morning to late night. Retailers include Stadium, H&M, MQ and ICA.
   - **Owner:** AMF Fastigheter
   - **Turnover:** SEK 958 m
   - **GLA:** 16,875 sq m
   - **No of tenants:** 49

4. **Sturegallerian**
   - Located in the dandishy area of Stureplan, Sturegallerian has been a meeting point for discerning shoppers, bookworms, gourmets, coffee lovers and interior design enthusiasts since 1989. Sturegallerian caters to several walks of urban life with a diverse offering of shopping, restaurants, patisseries, nightclubs, entertainment and recreation. Retailers include: Zara, Rituals, J Lindeberg, Massimo Dutti, My Closet, Casall, Sturehof, Grand Escalier and Sturebadet Spa.
   - **Owner:** Tamweelview European
   - **Turnover:** SEK 915 m
   - **GLA:** 15,800 sq m
   - **No of tenants:** 56

5. **Centralstationen**
   - Centralstationen is the main hub for tourists arriving from all over the world, connecting people to railways, metro line and buses. Apart from that, Centralstationen offers a wide selection of stores, restaurants and coffee shops. Retailers include Lindex, Starbucks, ICA, Burger King and Lush.
   - **Owner:** Jernhusen
   - **Turnover:** SEK 765 m
   - **GLA:** 10,725 sq m
   - **No of tenants:** 63

### DEPARTMENTS STORES

1. **NK**
   - The classic department store of Stockholm, located on the major shopping street Hamngatan and adjacent to Mood Stockholm. 118 different stores featuring a vast assortment of high-end fashion and luxury goods. Restaurants and cafés for refreshments are found throughout the building. A popular grocery store and bakery is located in basement. Examples of stores: Hermès, Ralph Lauren, Paul Smith, Burberry and Max Mara.
   - **Owner:** Hufvudstaden
   - **Turnover:** SEK 2,380 m
   - **GLA:** 22,000 sq m
   - **No of tenants:** 118

2. **Åhléns City**
   - Åhléns is the leading department store operator in Sweden whose flagship Åhléns City is the largest department store in Stockholm. Here over 1,000 quality brands co-exist to offer the widest assortment in town of fashion, beauty, accessories and lifestyle products. Examples of brands: Desigual, Hugo Boss, Filippa K, J Lindeberg, Oasis, Muji, Guess, Diesel and Acne.
   - **Owner:** Ramsbury Property
   - **Turnover:** SEK 1,635 m
   - **GLA:** 20,000 sq m
   - **No of tenants:** 10

Source: SSCD
Retail in Stockholm’s city centre is concentrated in connected shopping areas, each with their own unique atmosphere and commercial supply.
Drottninggatan
The busiest pedestrian shopping street in Stockholm, where the largest Swedish retailers are represented. The street has three types of atmosphere; the southern part of this 1,500 m stretch begins in the tourist-laden Old Town, the central part has a crowded ambiance with a vast retail offering, and the northern part is slightly calmer with historic architecture, cafés and restaurants, combined with independent boutiques. Location of the department store Åhlens and the upcoming hotel Scandic Haymarket. Include brands like HM, Zara, Clas Ohlsson and Weekday. Footfall: Fri: 75,000, Sat: 75,000

Sergelgatan/Hötorgscty
Hötorgscty has a typical 1960s environment with the pedestrianised street Sergelgatan as the central hub. Shopping is diverse in this meeting place for young shoppers, who mainly aim for the big chain brands like Gina Tricot, H&M, Topshop, Mango, Monki and Desigual. Footfall: Fri: 35,000, Sat: 35,000

Sturegallerian/Humlegårdsrgatan
Around the exclusive Stureplan, a new commercial district has emerged. Sturegallerian offers numerous premium brands as well as a row of up-market restaurants and nightclubs. At Humlegårdsrgatan you can find Stockholm’s new “Savile Row” with a menswear focus. Footfall: Fri: 15,200, Sat: 12,000

Regeringsgatan/Mood District
Crossing Hamngatan and connecting Kungsctg, Regeringsgatan houses the recently opened lifestyle galleria Mood Stockholm, a whole new neighbourhood that adds a contemporary mix of fashion and F&B offerings. Development of this district is ongoing to provide more attractive flagship retail space. Footfall: Fri: 13,900, Sat: 10,700

Bibliotekstans/Birger Jarlsgatan
Bibliotekstans is Stockholm’s exclusive fashion and luxury district, a small-town environment dating back to 1885. International high-end brands, such as Prada, Stella McCartney, Burberry, Ralph Lauren, Michael Kors, Louis Vuitton and Marc by Marc Jacobs sit alongside Swedish designers Acne, Hope and Rodebjer, to name a few. Footfall: Biblioteksgatan, Fri: 20,000, Sat: 25,000 Birger Jarlsgatan: Fri: 25,000, Sat: 15,000

Hamngatan
An attractive high street with a mix of flagships like H&M, Zara and recently opened Victoria’s Secret. Home of the classic NK department store and large shopping mall Gallerian across the street. The street stretches from the city area around Sergel’s Torg down to the exclusive Bibliotekstans area. Footfall: Fri: 65,000, Sat: 50,000

Norlandsgatan
An area where outdoor sport retailers have created a cluster of stores, such as North Face, Mestra and Haglöfs. Connects the Mood district and Bibliotekstans, as well as Hamngatan and Kungsctg. Footfall: Fri: 15,000, Sat: 15,000

Kungsctg
One of the most visited and popular sites in Stockholm and links the city’s eastern and western retail zones. Lined with restaurants, cafés and food courts like Kungshallen, Hötorgshallen and K25. Also home to some of the premiere cinemas in Stockholm. New attractive flagship spaces are under development. Nespresso and Starbucks have chosen to put their flagship stores in this street. Footfall: Fri: 45,000, Sat: 40,000

Vasagatan
The Central Station, with its 11,000 square metres of retail space, is characterised by access to communications and transport. The main trade area is made up of large hotels and restaurants but new developments are underway to make room for more contemporary F&B and retail concepts. Footfall: Fri: 40,000, Sat: 30,000
Stockholm is...

- ranked No. 1 in the world for quality of life as well as entrepreneurial environment
- the leading tourist destination among the Nordic capitals, and had most commercial overnight stays in 2014

Did you know... 

...36 percent of the population in Sweden lives in the greater Stockholm region
UNDER DEVELOPMENT IN STOCKHOLM CITY

Many new developments are underway in the Stockholm region. Ranging from high-tech setups like Mall of Scandinavia with a GLA of more than 100,000 sq m, to specialised district developments and shops in restored historical buildings.

KLARA C
Development of historical building on Vasagatan
Facing the Central Station, this old gem of a property from the 1930s is Stockholm’s largest building after the Royal Palace. Vasakronan is renovating the building and turning it into attractive space for offices and at street level store space facing the Central Station. There will be room for both retailers and restaurants.

MOOD STOCKHOLM
A new flagship destination
Right in the heart of Stockholm city, Mood Stockholm will within the next few years grow to become a whole new business district. The proven strong pedestrian flow is expected to increase even more with new transport links, presenting a unique opportunity to evolve the area into an attractive business district containing an exciting mix of retail, restaurants, social areas, offices and a 10 000 sqm Innovation House. Developed by AMF Fastigheter.

SCANDIC HAYMARKET
PUB to become Scandic Haymarket
The classic PUB-house on Hötorget is undergoing a huge renovation turning it into a hotel. It will have 400 suites covering 3 000 square metres including restaurants and social areas. Estimated to open up its doors in 2016.

URBAN ESCAPE STOCKHOLM
A whole new city space
In the heart of Stockholm’s city centre are five buildings, four streets and two squares. This is where AMF Fastigheter is creating a new city space. Large and small office spaces will flourish. Swedish and international companies will be able to grow and scale up their operations. Restaurants, cafés and lounges will become living rooms for informal meetings. This city space is called Urban Escape Stockholm. The redevelopment of Gallerian, adding around 5,000 square meters of retail space, will form part of this project. To find out more, please visit www.urbanescape.se

REGERINGSGATAN
Shopping street development – ongoing project
Stockholm City, AMF Fastigheter, Pembroke, Vasakronan and Hufvudstaden have formed a collaboration to grow the linkages and developments within the existing streetscape of Stockholm. The desire is to build a connected platform for retail occupiers to come to Stockholm, and grow a successful business. Today, this street is an important link for the retail areas of the city, and the desire of all property owners in the area is to mirror the success of streets like Regent Street in London, a world-class, connected and vibrant area for shopping, working and meeting.

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KLARA C
Development of historical building on Vasagatan
Facing the Central Station, this old gem of a property from the 1930s is Stockholm’s largest building after the Royal Palace. Vasakronan is renovating the building and turning it into attractive space for offices and at street level store space facing the Central Station. There will be room for both retailers and restaurants.

MOOD STOCKHOLM
A new flagship destination
Right in the heart of Stockholm city, Mood Stockholm will within the next few years grow to become a whole new business district. The proven strong pedestrian flow is expected to increase even more with new transport links, presenting a unique opportunity to evolve the area into an attractive business district containing an exciting mix of retail, restaurants, social areas, offices and a 10 000 sqm Innovation House. Developed by AMF Fastigheter.

SCANDIC HAYMARKET
PUB to become Scandic Haymarket
The classic PUB-house on Hötorget is undergoing a huge renovation turning it into a hotel. It will have 400 suites covering 3 000 square metres including restaurants and social areas. Estimated to open up its doors in 2016.

URBAN ESCAPE STOCKHOLM
A whole new city space
In the heart of Stockholm’s city centre are five buildings, four streets and two squares. This is where AMF Fastigheter is creating a new city space. Large and small office spaces will flourish. Swedish and international companies will be able to grow and scale up their operations. Restaurants, cafés and lounges will become living rooms for informal meetings. This city space is called Urban Escape Stockholm. The redevelopment of Gallerian, adding around 5,000 square meters of retail space, will form part of this project. To find out more, please visit www.urbanescape.se

REGERINGSGATAN
Shopping street development – ongoing project
Stockholm City, AMF Fastigheter, Pembroke, Vasakronan and Hufvudstaden have formed a collaboration to grow the linkages and developments within the existing streetscape of Stockholm. The desire is to build a connected platform for retail occupiers to come to Stockholm, and grow a successful business. Today, this street is an important link for the retail areas of the city, and the desire of all property owners in the area is to mirror the success of streets like Regent Street in London, a world-class, connected and vibrant area for shopping, working and meeting.
LET US ASSIST YOU IN SETTING UP BUSINESS IN SWEDEN

This publication is provided by the investment promotion organisations of Sweden, Stockholm, Malmö and Gothenburg in partnership with industry organisations and retail property owners. Contact us for assistance, information and network contacts when considering expanding to Sweden.

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STOCKHOLM PROPERTY ASSOCIATION
Based in the heart of Sweden’s thriving capital, the Stockholm Property Association represents and serves over 5,000 members in the commercial and residential real estate industry. www.fastighetsagama.se/stockholm

CITY 1 SAMVERKAN
(Stockholm City Centre Partnership) is a non profit member organisation that initiates, manages and executes city centre projects in collaboration with local authorities, property owners and various city partners. Together we strive for the best possible Stockholm City centre experience. www.city1samverkan.se

PROPERTY OWNERS

AMF FASTIGHETER is one of Sweden’s largest property investment and development companies, focusing mainly on urban commercial office and retail premises in Stockholm, with its main investment focus on Stockholm city centre. AMF fastigheter is a subsidiary of AMF Pension Insurance. www.amffastigheter.se

ATRIUM LJUNGBERG is one of Sweden’s largest listed property companies. Our focus is on owning, developing and managing properties, principally in the retail and office sectors. Our ambition is to develop areas into full-service environments which are sustainable and attractive in the longer term. www.atriumljungberg.se

CITYCON is a leading owner, manager and developer of urban grocery-anchored shopping centres in the Nordic and Baltic regions, with assets under management totalling approximately €3.3 billion and a market cap of approximately €1.6 billion. Listed on the Helsinki stock exchange. www.citycon.se