Welcome to SWEDEN

HEJ!
We are glad that you picked up this publication, as 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 you in evaluating an entry into this dynamic market.

RETAIL GUIDE SWEDEN 2018/2019

CONTENT

SWEDEN
4 SWEDEN STANDS OUT
6 THE NORDICS – TOP OF LEAGUE OUTPERFORMING EUROPE
8 SWEDEN AT A GLANCE
10 THE SWEDISH RETAIL MARKET
12 THE SWEDISH CONSUMER
14 LARGE INCREASE IN SHOPPING TOURISM
16 FOODIE NATION WITH WORLD-CLASS CUISINE
18 GREAT SUPPLY OF RETAIL SPACE
20 EXCELLENT LOGISTICS HUB FOR NORTHERN EUROPE
22 E-COMMERCE SHOWS IMPRESSIVE GROWTH

STOCKHOLM
26 STOCKHOLM OVERVIEW
30 SHOPPING DESTINATIONS IN THE REGION
32 SHOPPING CENTRES AND DEPARTMENT STORES
34 CITY CENTRE KEY RETAIL AREAS
36 RETAIL DEVELOPMENT

GOTHENBURG
40 GOTHENBURG OVERVIEW
44 SHOPPING DESTINATIONS IN THE REGION
46 CITY CENTRE KEY RETAIL AREAS
48 RETAIL DEVELOPMENT

Malmö
50 Malmö OVERVIEW
54 SHOPPING DESTINATIONS IN THE REGION
56 CITY CENTRE KEY RETAIL AREAS
58 RETAIL DEVELOPMENT

LET US ASSIST YOU
62 BRINGING BUSINESS TO SWEDEN AN A-Z GUIDE
64 ESTABLISHMENT FACTS
66 CONTACT INFORMATION
Sweden stands out and outperforms the rest of Europe in many key areas such as economy and competitiveness. Equally important, it is a nation of high-income earners with a large share of spending on retail and food & beverage. Swedes are also recognised as widely traveled trendsetters who are inately 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 satisfy 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 markets in the rest of Europe.

This guide charts retail opportunities in Sweden’s three largest city regions – Stockholm, Gothenburg and Malmö – and provides 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, the regional investment promotion agencies of Stockholm, Gothenburg and Malmö and the Stockholm City Centre Partnership. Among the partners are the Stockholm Property Association, property owners and consultants.

Please contact us for advice, networking 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.
THE NORDICS – TOP OF LEAGUE OUTPERFORMING EUROPE

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 for both living and doing business. This is a region characterised by security, transparency and lack of corruption.

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 potential.

COMPARING WEALTH WITH PRICE LEVELS
Swedish consumers have the second highest GDP per capita in the Nordics and 24 per cent higher than the European average, yet prices are not as high. While Norway has a GDP significantly higher than the rest of Europe, largely due to its abundance of oil, it is also one of the most expensive countries to live in. Prices on goods in Norway are 52 per cent higher than the EU average. Conversely, the Norwegians flock to Sweden to shop.

Forbes Magazine ranked Sweden fourth in “The Best Countries For Business 2018”, a ranking based on factors such as property rights, innovation, taxes, technology, corruption, freedom, red tape, and investor protection. Denmark, Finland and Norway also ranked in the top 15.

THEMEGRAPHIC

PRICE LEVELS VS. GDP PER CAPITA
EUROPEAN RANKING (INDEX 2017)

EU28=100 Price level GDP per capita

<table>
<thead>
<tr>
<th>Country</th>
<th>Price level</th>
<th>GDP per capita</th>
</tr>
</thead>
<tbody>
<tr>
<td>Switzerland</td>
<td>159</td>
<td>158</td>
</tr>
<tr>
<td>Norway</td>
<td>142.7</td>
<td>150</td>
</tr>
<tr>
<td>Denmark</td>
<td>141.5</td>
<td>125</td>
</tr>
<tr>
<td>SWEDEN</td>
<td>125.5</td>
<td>122</td>
</tr>
<tr>
<td>Iceland</td>
<td>166</td>
<td>130</td>
</tr>
<tr>
<td>UK</td>
<td>116.6</td>
<td>105</td>
</tr>
<tr>
<td>Finland</td>
<td>122.2</td>
<td>109</td>
</tr>
<tr>
<td>Luxembourg</td>
<td>126.9</td>
<td>253</td>
</tr>
<tr>
<td>Ireland</td>
<td>125.4</td>
<td>184</td>
</tr>
<tr>
<td>Austria</td>
<td>108.3</td>
<td>128</td>
</tr>
</tbody>
</table>

Source: Eurostat, 2018

Purchasing power per capita

NORDIC CAPITALS, 2018

<table>
<thead>
<tr>
<th>City</th>
<th>Purchasing power</th>
<th>Price level</th>
<th>Earning level</th>
<th>City rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>STOCKHOLM</td>
<td>96.4</td>
<td>79.8</td>
<td>85.8</td>
<td>22</td>
</tr>
<tr>
<td>Oslo</td>
<td>93.4</td>
<td>96.9</td>
<td>100.6</td>
<td>27</td>
</tr>
<tr>
<td>Copenhagen</td>
<td>95.5</td>
<td>94.4</td>
<td>101.3</td>
<td>30</td>
</tr>
<tr>
<td>Helsinki</td>
<td>82</td>
<td>84.1</td>
<td>75.2</td>
<td>31</td>
</tr>
</tbody>
</table>

*New York: Index 100. The price level rankings reveal the relative cost of goods and services worldwide. Source: UBS, 2018

Purchasing power, index gross

Price level, index gross

Earning level, index gross

City rank out of 77 cities
SWEDEN AT A GLANCE

Despite the relatively small population, Sweden consistently ranks as one of the most competitive, productive and globalised countries in the world.

HIGHLY COMPETITIVE AND PROGRESSIVE NATION

The Swedish business community continues to demonstrate the ability to take on new ideas and to innovate, adapt to changing business conditions and compete in an international setting. The fact is that Sweden is home to some of the most respected and well-known brands in the world, including Volvo, Electrolux, Ericsson and H&M. Retail giant IKEA was founded in Sweden in 1943 by then 17-year-old Ingvar Kamprad. It is also the birthplace of innovative start-ups that have achieved global success, such as Skype, Spotify and Klarna.

Further, 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 level of 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 in 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. It is no surprise that seventy per cent of all Nordic headquarters are situated in Sweden.

Sweden is one of the most sustainable countries in the world, a ranking earned for leading the way in terms of renewable energy sources and low carbon dioxide emissions, as well as social and governance practices such as labour participation, education and institutional framework. In the Country Sustainability Ranking published by the Global Sustainability Investment firm RobecoSam, Sweden consistently ranks among the top three nations.

GROWING POPULATION

Sweden’s population is 10.0 million and the country has enjoyed steady population growth over the past 22 years, especially in urban areas, due to net immigration, increasing birth rates and lower mortality. The trend is only expected to continue. The majority of the population lives in the middle and southern parts where the largest cities – Stockholm, Gothenburg and Malmö – are situated. The levels of immigration mean that the population is highly diverse, with people from many different cultures.

WEALTHY MIDDLE CLASS WITH ONE OF THE HIGHEST LEVELS OF PURCHASING POWERS 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 per cent of the population earns 75 per cent of total income.

“As one of the world’s most innovative nations, Sweden has an appreciation for technology and design, as well as for leading a modern lifestyle.”

– Tadashi Yanai, Chairman, President & CEO, Fast Retailing

KEY FACTS SWEDEN

<table>
<thead>
<tr>
<th>Key Fact</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population 2018, million</td>
<td>10.1</td>
</tr>
<tr>
<td>GDP growth 2017, %</td>
<td>2.4</td>
</tr>
<tr>
<td>GDP per capita 2017</td>
<td>SEK 454,375</td>
</tr>
<tr>
<td>Inflation rate 2017, %</td>
<td>1.9</td>
</tr>
<tr>
<td>Retail sales growth 2017, %</td>
<td>2.1</td>
</tr>
<tr>
<td>Retail sales growth 2018 (1), %</td>
<td>2.5</td>
</tr>
<tr>
<td>Unemployment rate, %</td>
<td>6.7</td>
</tr>
<tr>
<td>Disposable income per capita 2017</td>
<td>SEK 260,862</td>
</tr>
<tr>
<td>Retail sales per capita</td>
<td>SEK 75,000</td>
</tr>
<tr>
<td>Corporate tax rate</td>
<td>22%</td>
</tr>
<tr>
<td>Swedish krona, SEK/$ (average 2017)</td>
<td>8.538</td>
</tr>
<tr>
<td>Swedish krona, SEK/Euro (average 2017)</td>
<td>9.6326</td>
</tr>
</tbody>
</table>

Source: The global competitiveness report/KNOEMA, 2018

TOP 10 COUNTRIES IN EU GDP PER CAPITA IN PPP, SEK

<table>
<thead>
<tr>
<th>Country</th>
<th>GDP per capita, SEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luxembourg</td>
<td>908,221</td>
</tr>
<tr>
<td>Ireland</td>
<td>644,943</td>
</tr>
<tr>
<td>Netherlands</td>
<td>547,936</td>
</tr>
<tr>
<td>Iceland</td>
<td>442,627</td>
</tr>
<tr>
<td>Sweden</td>
<td>439,494</td>
</tr>
<tr>
<td>Germany</td>
<td>430,418</td>
</tr>
<tr>
<td>Denmark</td>
<td>425,901</td>
</tr>
<tr>
<td>Austria</td>
<td>425,782</td>
</tr>
<tr>
<td>Belgium</td>
<td>397,470</td>
</tr>
<tr>
<td>Finland</td>
<td>378,515</td>
</tr>
</tbody>
</table>

Source: The global competitiveness report/ANDEWA, 2018

TOP 10 MOST COMPETITIVE WORLD ECONOMIES

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>GDP per Capita, USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Switzerland</td>
<td>72,251</td>
</tr>
<tr>
<td>2</td>
<td>USA</td>
<td>59,576</td>
</tr>
<tr>
<td>3</td>
<td>Singapore</td>
<td>55,466</td>
</tr>
<tr>
<td>4</td>
<td>Netherlands</td>
<td>51,532</td>
</tr>
<tr>
<td>5</td>
<td>Germany</td>
<td>47,955</td>
</tr>
<tr>
<td>6</td>
<td>Hong Kong SAR</td>
<td>46,199</td>
</tr>
<tr>
<td>7</td>
<td>Sweden</td>
<td>44,463</td>
</tr>
<tr>
<td>8</td>
<td>UK</td>
<td>42,685</td>
</tr>
<tr>
<td>9</td>
<td>Finland</td>
<td>41,058</td>
</tr>
<tr>
<td>10</td>
<td>Japan</td>
<td>39,227</td>
</tr>
</tbody>
</table>

Source: The global competitiveness report/ANDEWA, 2018

DEMOGRAPHY – AGE STRUCTURE, 2017, %

<table>
<thead>
<tr>
<th>City Region</th>
<th>0-17</th>
<th>18-24</th>
<th>25-44</th>
<th>45-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stockholm</td>
<td>23%</td>
<td>25%</td>
<td>34%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Gothenburg</td>
<td>23%</td>
<td>33%</td>
<td>33%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Malmö</td>
<td>25%</td>
<td>25%</td>
<td>25%</td>
<td>8%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: Handeln i Sverige, 2018
THE SWEDISH RETAIL MARKET

Forecast to outperform most other countries.

OPPORTUNITIES FOR INTERNATIONAL RETAILERS

For international retailers looking for growth and diversification, the Swedish retail market is an increasingly attractive destination for expansion. As the global retail industry has expanded rapidly into new markets, the Swedish and Nordic markets have remained 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.

Sweden is well suited to new retail concepts and there are opportunities in most segments. The market is largely unregulated and open to international entrants. Stockholm, Gothenburg and Malmö are among Europe’s most affluent cities. A high degree of market maturity, resilience and growth prospects as well as real estate transparency and low risk add to their appeal.

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 of high-volume clothing, furniture and food retail, where it is common for several different chains to have the same owners. Swedish H&M is the second largest clothing retailer in the world and IKEA the world’s largest furniture retailer. The success of these two multinationals illustrates that the Swedish retail market is mature and innovative, and can compete well in the international market.

RETAIL SALES AND GDP DEVELOPMENT, 2009–2019 (f), %

Strong retail sales growth even during the few years of financial downturn.

Source: National Institute of Economic Research

Source: Eurostat, 2018

40% OF TOTAL HOUSEHOLD EXPENDITURE IS SPENT ON RETAIL AND F&B

CONSECUTIVE YEARS OF ANNUAL RETAIL SALES GROWTH

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FORECAST TO OUTPERFORM MOST OTHER COUNTRIES.
DEMAND WITHIN MANY SEGMENTS
The attitude in Sweden is welcoming, 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 to 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 inviting your friends over for dinner is equally important. Simultaneously though, Swedes are spending an increasing amount of money on going out to eat and drink. The Food & Beverage sector is growing rapidly.

STOCKHOLM

OSLO

COPENHAGEN

HELSEINKI

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, Malmø, Gothenburg and finally Helsinki.

There have been a number of new openings over the last few years. Examples include Afound, Arket, Cartier, Celine, Eataly, Inglot, JD Sports, Jimmy Choo, Kiko, Lululemon, Moncler, Oysho, Sandro, Suitsupply and Uniqlo.

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STRAIGHT GROWTH IN E-COMMERCE
The strong growth in e-commerce of goods continues with an increase of 16 per cent. Online sales amount to 8.7 per cent of total retail sales and about two thirds of the Swedish population makes at least one purchase online every month. Consumer electronics, clothes and groceries top the list and consumers are choosing to shop from international sites to a greater extent, especially fashion. Traditional store retailers are increasingly complementing their store sales with online sales and introducing Click and Collect options.

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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, Malmø, Gothenburg and finally Helsinki.

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Recent International retail brand entrants – a selection
- Aesop • Afound • American Vintage • Arket • Apple Stores • Barbour • Cartier • Celine • Chanel
- Chanel Beauty Store • Disney Store • Eataly • Holland & Barrett • Inglot • Intimissimi • JD Sports
- Jimmy Choo • Lett • Lululemon • Joe Malone • Joe & The Juice • Kiko • LEGO Store • Lindt
- MAC • Moncler • Oysho • Picard • Pull & Bear • Red Wing Shoe Store • River Island • Sandro
- Sephora • Starbucks • Suitsupply • Superdry • Tesla • Uniqlo • XXL

Source: JLL, 2018

Source: JLL, 2018

Recent International retail brand entrants – a selection
- Aesop • Afound • American Vintage • Arket • Apple Stores • Barbour • Cartier • Celine • Chanel
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- Jimmy Choo • Lett • Lululemon • Joe Malone • Joe & The Juice • Kiko • LEGO Store • Lindt
- MAC • Moncler • Oysho • Picard • Pull & Bear • Red Wing Shoe Store • River Island • Sandro
- Sephora • Starbucks • Suitsupply • Superdry • Tesla • Uniqlo • XXL

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Source: JLL, 2018

There have been a number of new openings over the last few years. Examples include Afound, Arket, Cartier, Celine, Eataly, Inglot, JD Sports, Jimmy Choo, Kiko, Lululemon, Moncler, Oysho, Sandro, Suitsupply and Uniqlo.
THE SWEDISH CONSUMER

Curious and progressive trendsetters. Swedes are recognised both for setting new trends and rapidly adopting them from abroad.

Swedes travel widely, expanding their minds culturally, exposing themselves to many different cultures, and cultivating a taste for new brands and experiences, which they love to test against their own high standards. They are also demanding buyers who value function and quality as much as design and branding in purchasing decisions.

Swedish consumers are increasingly expecting brands to actively commit to sustainable development. Taking steps to minimize any negative impact resulting from their business is no longer enough. Consumers increasingly favour brands that are clear about their values and strive to make a positive contribution - be it to the environment or to social development.

In what is considered to be the most individualized country in the world, consumption is an identity marker and a form of self-expression. Style and creativity is important. At the same time, the way consumers view their belongings is beginning to shift. Use and access is put before ownership. New services have been launched by companies such as Spotify, Volvo and Husqvarna, in which a demanded feature can easily be accessed without having to make investments in albums, tools and cars. There is growing interest in brands that offer recycling, repairing and second-hand products.

The use of social media and mobile communication is high. Consumption patterns reflect both equality and individuality. Alternative lifestyles and relationship patterns are tolerated and welcomed. New movements in fashion, music or design are often communicated through media, blogs and through influencers.

“Sweden is seen as a frontrunner in adopting new technologies and setting new consumer trends. U.S. and other exporters can take advantage of a test market full of demanding, highly-sophisticated customers.”

– US Department of State 2018

Retail Spending per Capita, SEK

<table>
<thead>
<tr>
<th>Country</th>
<th>SEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweden</td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td></td>
</tr>
<tr>
<td>France</td>
<td></td>
</tr>
<tr>
<td>Italy</td>
<td></td>
</tr>
<tr>
<td>EU-27 Average</td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td></td>
</tr>
<tr>
<td>Netherlands</td>
<td></td>
</tr>
<tr>
<td>Spain</td>
<td></td>
</tr>
</tbody>
</table>

Sweden has a larger retail spending per capita than many other European countries

Source: CBRE, 2018

Photos: Simon Paulin/imagebank.sweden.se, Victor Gårdsäter, Tove Freiij/imagebank.sweden.se
LARGE INCREASE IN SHOPPING TOURISM

Record volumes of international visitors and record shopping expenditure fuel Swedish retail sales.

With the fashionable lifestyle in its largest cities and its five-star culinary experiences, Sweden is gaining the attention of travellers from around the world. A new record was set in 2018 when 60 million commercial overnight stays were recorded, the largest increase originating from non-European countries like China, USA and India.

The fact that tourism is the fastest growing industry in Sweden has had a significant impact on the 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. Shopping and product purchases was the largest single expenditure for international visitors.

DID YOU KNOW...

...that 80 per cent of all transactions in Sweden are made by debit/credit cards. Sweden might very well be the first cash-free society in the near future.

103 SEK BILLION IS WHAT VISITORS SPENT ON RESTAURANTS AND LODGING IN 2017.

Since 2000, foreign consumption has grown by almost 200%.

317 SEK BILLION IN TOTAL CONSUMPTION FROM TOURISTS (+7% SINCE 2016).

Foreign consumption in Sweden has increased three times as much as domestic consumption.

63 MILLION OVERNIGHT STAYS, OF WHICH 16.2 MILLION ARE INTERNATIONAL.

Shopping is the largest expenditure among foreign visitors, at 47.2 per cent of total consumption.

FOREIGN VISITORS CONSUMPTION IN SWEDEN, 2017

- 48% Product purchases
- 18% Restaurants
- 13% Travel & transportation
- 6% Lodging
- 6% Culture & recreation
- 6% Fuel
- 1% Other

Source: Swedish Agency for Economic and Regional Growth/Statistics Sweden, 2018

TOP COUNTRIES VISITING SWEDEN

<table>
<thead>
<tr>
<th>Country</th>
<th>Overnight stays</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norway</td>
<td>3,337,670 (-1.1%)</td>
</tr>
<tr>
<td>Germany</td>
<td>3,079,391 (1.7%)</td>
</tr>
<tr>
<td>Denmark</td>
<td>1,144,789 (0.7%)</td>
</tr>
<tr>
<td>UK</td>
<td>872,681 (1.8%)</td>
</tr>
<tr>
<td>USA</td>
<td>790,426 (44%)</td>
</tr>
<tr>
<td>Netherlands</td>
<td>738,671 (12.3%)</td>
</tr>
<tr>
<td>Finland</td>
<td>569,031 (-2.9%)</td>
</tr>
<tr>
<td>Switzerland</td>
<td>377,705 (2.4%)</td>
</tr>
<tr>
<td>China</td>
<td>367,152 (13.6%)</td>
</tr>
<tr>
<td>France</td>
<td>314,356 (5.6%)</td>
</tr>
</tbody>
</table>

Source: Swedish Agency for Economic and Regional Growth, 2018

Photo: Aline Lessner/imagebank.sweden.se

1 Swedish krona, SEK = $ 0.117 and € 0.098 (average Q1–Q3 2018)
FOODIE NATION WITH WORLD-CLASS CUISINE

Swedish food innovators continue to gain international reputation and consumers are dining out like never before.

The restaurant industry’s turnover is growing fast and hit a record high of SEK 132 billion in 2017. An increase of 4 per cent over the previous year.

Sweden has emerged as a foodie nation to watch, with its modern food scene, indigenous cuisine and culinary techniques that shape global trends. Swedish chefs have achieved world recognition by earning 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.

The café and coffee shop industry is also booming. Turnover has nearly doubled since 2007 – an increase that is 70 per cent higher than the rest of the restaurant sector. This is largely due to an industry development where a range of concepts and different type of coffee shops have struck a chord with consumers.

There has been a shift in recent years with Swedish consumers increasingly adopting a lifestyle of eating out. A restaurant visit is no longer reserved for social occasions or business meetings. Breakfast, lunch and dinner – eating out has become a way to take care of everyday meals. In fact, Swedish consumers now spend about as much on cafes and restaurants as they do on groceries.

Opportunities for anyone who wants to introduce new F&B concepts to Sweden most certainly exist – from fast food to fine dining concepts.

**DID YOU KNOW...**
- that Sweden offers world-class cuisine with as many as 23 restaurants with a total of 26 Michelin stars.

“Sweden, and especially Stockholm, has been a target for our expansion for several reasons. Stockholm is a forward-looking big city with high purchasing power and a high degree of willingness to pay for healthy meals. The fact that Sweden has a lunch culture where many people eat at a restaurant every day helped to make Stockholm the city we wanted to be outside Oslo.”

– Knut Andreas Berg, CEO, LETT

“Restaurant Turnover 2007-2017
MILLION SEK (INCLUDING VAT)”

<table>
<thead>
<tr>
<th>Year</th>
<th>Turnover</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>75.7</td>
</tr>
<tr>
<td>2008</td>
<td>82.5</td>
</tr>
<tr>
<td>2009</td>
<td>86.1</td>
</tr>
<tr>
<td>2010</td>
<td>90.2</td>
</tr>
<tr>
<td>2011</td>
<td>94.3</td>
</tr>
<tr>
<td>2012</td>
<td>98.5</td>
</tr>
<tr>
<td>2013</td>
<td>102.6</td>
</tr>
<tr>
<td>2014</td>
<td>106.8</td>
</tr>
<tr>
<td>2015</td>
<td>111.0</td>
</tr>
<tr>
<td>2016</td>
<td>115.2</td>
</tr>
<tr>
<td>2017</td>
<td>119.4</td>
</tr>
</tbody>
</table>

Source: Statistics Sweden, 2018

There have been a number of new openings over the last few years. Examples include:
- Ben & Jerry’s
- Cinnabon
- Domino’s Pizza
- Eataly
- Egon Restaurant
- Jamie’s Italian
- Joe & the Juice
- Lett
- Lindt
- Picard
- Simit Sarayu
- Starbucks
- Vapiano
- Wagamama
GREAT SUPPLY OF RETAIL SPACE

The Swedish retail property market is one of the most mature and well developed in Europe. Major attractive developments cater to increased demand.

The Swedish real estate investment market for retail properties was the eighth largest in Europe between the second quarter of 2017 and the first quarter of 2018. While the UK, Germany and the Netherlands remain the largest investment markets, Sweden has a greater per capita retail spending. In 2017 Sweden’s per capita retail spending was over 20 per cent higher than that of the EU-27 average.

Developers and property owners are working constantly to increase the stock of attractive retail space due to strong private consumption and retail sales growth. Much of Sweden’s retail space is under institutional ownership and many owners specialise solely in retail property.

Most major Swedish cities have at least one retail park, with IKEA dominating the out-of-town market. 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.

With consumers increasingly looking for experiences, shopping centres and retail parks are developing into meeting places where people stay longer and spend more. Experience oriented brands, including the coffee and restaurant category, enhance the shopping experience.

Fredstan, Gothenburg
Photo: Dino Soldin, Hufvudstaden & Vasakronan

Skrapan, Stockholm
Photo: Vasakronan
EXCELLENT LOGISTICS HUB FOR NORTHERN EUROPE

Sweden ranks at the top as the most trade-friendly and logistically efficient nation in the world, moving goods and connecting manufacturers and consumers with international 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 24 hours. Some ten Swedish locations are used by foreign companies for centralised distribution in Northern Europe.

Infrastructure investments have provided Sweden with 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. Spurred by the requirements of diversified and multinational industries, Sweden’s logistics sector has become one of the most capable in Europe. Early globalisation of Swedish businesses created high demand for efficient transport and communications systems.

“Ensuring consumer satisfaction, shortening lead times and providing a fashionable assortment are essential elements moving forward. This is why we are investing in establishing a new 30,000 sqm fulfilment centre near Stockholm.”

– Kenneth Melchior, General Manager Northern Europe at Zalando

WORLD LEADING LOGISTICS INFRASTRUCTURE

Logistics Performance Index (Global ranking)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Germany</td>
</tr>
<tr>
<td>2</td>
<td>Sweden</td>
</tr>
<tr>
<td>3</td>
<td>Belgium</td>
</tr>
<tr>
<td>4</td>
<td>Austria</td>
</tr>
<tr>
<td>5</td>
<td>Japan</td>
</tr>
<tr>
<td>6</td>
<td>Netherlands</td>
</tr>
<tr>
<td>7</td>
<td>Singapore</td>
</tr>
<tr>
<td>8</td>
<td>Denmark</td>
</tr>
<tr>
<td>9</td>
<td>UK</td>
</tr>
<tr>
<td>10</td>
<td>Finland</td>
</tr>
</tbody>
</table>

Source: World Bank logistics Performance Index 2018

Recent international companies setting up Nordic fulfilment centres in Sweden
- Gear4Music
- LG
- Varner Group
- XXL
- Zalando

ALL MAJOR DESTINATIONS CAN BE REACHED WITHIN 2 HOURS BY AIR AND 24-HOUR DISTRIBUTION IS POSSIBLE THROUGHOUT THE ENTIRE BALTIC SEA REGION

1 Swedish krona, SEK = $ 0.117 and € 0.098 (average Q1–Q3 2018)
E-COMMERCE SHOWS IMPRESSIVE GROWTH

The Swedes shop online like never before and e-commerce turnover in Sweden continues to set new records.

Increasing digitisation drives globalisation. Today’s consumers are becoming more discerning and demanding: they want a large variety and they want products delivered in ways that fit into their daily lives. When Swedes shop online from abroad, it is mainly the wide range and lower prices that drive their purchases.

Among consumers, there is now an expectation that all goods can be purchased online. Fast, convenient deliveries is now something that Swedes take for granted, and consumers are looking for an increasingly higher degree of precision and flexibility. Today’s consumers place the same expectations on physical and digital commerce alike. It’s a matter of being accessible in the way that consumers want. More and more e-tailers are also establishing physical stores and showrooms, often to satisfy shoppers’ demand for accessibility.

The main reason why Swedish consumers buy goods online is that e-commerce allows them to shop when it suits them. Time-savings, better selection and the convenience factor also drive online shopping.

The most popular product categories online are home electronics, clothing and footwear, media (including books, films, and video games), and building supplies. Online solutions for grocery shopping is growing rapidly.

One in four online purchases are cross-border. Sweden’s favourite international e-commerce destinations are China and the UK, and a significant proportion of Swedish consumers also buy from Germany and the USA.

DID YOU KNOW...
...that 51% of the Swedish population shop online from mobile phone or tablet.
...that every fifth package delivered in Sweden is sent from abroad.

E-COMMERCE SALES BY SEGMENT, 2017

- 20% Consumer electronics
- 15% Apparel/Shoes
- 7% Groceries
- 6% Books/Media
- 6% Building materials
- 6% Furniture/Decoration
- 4% Toys and leisure
- 3% Sports and leisure
- 3% Other
- 2% Other

E-COMMERCE TURNOVER, SEK BILLION

- 2008: 16.5
- 2009: 17.0
- 2010: 17.5
- 2011: 17.5
- 2012: 17.7
- 2013: 17.5
- 2014: 17.5
- 2015: 18.0
- 2016: 18.5
- 2017: 18.5

MATURE E-COMMERCE CONSUMERS

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population age 18-79, based on internet penetration</td>
<td>6,958,076</td>
</tr>
<tr>
<td>Internet penetration (2015)</td>
<td>95%</td>
</tr>
<tr>
<td>At least one online purchase per month</td>
<td>66%</td>
</tr>
<tr>
<td>Average purchase per person per month</td>
<td>1,972 SEK</td>
</tr>
<tr>
<td>Importance of fast delivery (1-2 days)</td>
<td>66%</td>
</tr>
<tr>
<td>Total e-commerce from abroad</td>
<td>13,335 mSEK</td>
</tr>
<tr>
<td>Share of e-commerce from abroad per month</td>
<td>31%</td>
</tr>
</tbody>
</table>

Source: E-barometern 2018

“Today’s consumers are focused and have no patience when it comes to inflexible shopping experiences. The reality of e-commerce is that online shoppers will choose the company that provides the best customer experience available.”

– Daniel Larsson, CEO at DIBS Payment Services
Stockholm is one of the fastest growing cities in Europe. The cosmopolitan atmosphere, the entrepreneurial climate and an audience of affluent, sophisticated and open-minded shoppers create exciting opportunities for brands in all retail areas.

KEY FACTS STOCKHOLM

<table>
<thead>
<tr>
<th>GRP/CAPITA*</th>
<th>627,000 SEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>POPULATION</td>
<td></td>
</tr>
<tr>
<td>CITY 950,000</td>
<td></td>
</tr>
<tr>
<td>COUNTY 2.3 million</td>
<td></td>
</tr>
<tr>
<td>GREATER REGION 4.4 million</td>
<td></td>
</tr>
<tr>
<td>COMMERCIAL BEDNIGHTS 2017*</td>
<td>14 million</td>
</tr>
<tr>
<td>WORKFORCE GREATER REGION 2.4 million</td>
<td></td>
</tr>
<tr>
<td>STUDENTS**</td>
<td>150,000</td>
</tr>
<tr>
<td>COMPANIES**</td>
<td>470,000</td>
</tr>
<tr>
<td>FOREIGN OWNED COMPANIES**</td>
<td>14,000</td>
</tr>
<tr>
<td>AVERAGE AGE</td>
<td>39</td>
</tr>
<tr>
<td>HIGHLY EDUCATED PEOPLE</td>
<td>58%</td>
</tr>
<tr>
<td>SINGLE HOUSEHOLDS</td>
<td>44%</td>
</tr>
<tr>
<td>AVERAGE INCOME</td>
<td>SEK 353,000</td>
</tr>
<tr>
<td>RETAIL SALES*</td>
<td>SEK 158 billion (20% of total Sweden)</td>
</tr>
</tbody>
</table>

* Stockholm County  
** Greater region  
Sources: Invest Stockholm, HUI, Statistics Sweden

RETAIL SALES INDEX

<table>
<thead>
<tr>
<th></th>
<th>Daily goods</th>
<th>Non-daily goods</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stockholm</td>
<td>105</td>
<td>123</td>
<td>113</td>
</tr>
<tr>
<td>Sweden</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: HUI Research

Photo: AMF Fastigheter
ONE OF THE FASTEST GROWING CITIES IN EUROPE

Stockholm is a city where creativity and innovation are propelled by the notion that nothing is impossible. This attitude and atmosphere have made the city a natural hub for technology, fashion, music, design and gaming development.

Some of the world’s most successful start-ups call Stockholm their home – including Spotify, Skype, Klarna, King, Mojang and Zettle. This is also where world leading artists go in search of their next perfect hit song. In Stockholm, no idea is too big or too small to be realised.

TREND CONSCIOUS AND COSMOPOLITAN

Stockholm County has one of the highest GRPs per capita and purchasing power in Europe. Its inhabitants are the highest income earners in the country, spending considerable sums on retail. Stockholmers are recognized as trend conscious and open to new concepts and ideas. There is an international mindset and whether native to the city or more recent arrivals, Stockholmers have adopted the habits of shopping and eating out that can be found in the world’s most cosmopolitan capitals.

OPEN, CREATIVE AND INNOVATIVE

According to the Financial Times, Stockholm is one of the top ten European Cities/Regions of the future in terms of its infrastructure, economic potential, human resources and business friendliness. Stockholm’s forward-thinking culture fosters innovation, which in turn produces popular and globally relevant companies; many of which are headquartered in the city. This climate has helped create international success stories like The Candy Crush game, fashion brand Acne Studios with shops all over the world and artists like ABBA and Avicii.

OPENING UP: ATTRACTION AND INVESTMENTS

Built on fourteen islands and surrounded by both lakes and the ocean, Stockholm is one of the most beautiful cities in the world. It is also one of the fastest growing cities in Europe, offering an inspiring life and work environment for people of all ages. Democracy, equality, diversity and sustainability are the keywords of the city.

Stockholm consistently tops global business and innovation rankings – but the city’s progressive values and the quality of life offered also gives it a distinctly international pull when it comes to attracting talent. There are over 190 nationalities in Stockholm.

According to the Global Talent Competitiveness Index, Stockholm is the 2nd best city in the world in terms of growing, attracting and retaining talent. In recent years, the city has also attracted considerable interest from international companies, with a surge of foreign investments.

Stockholm offers high purchasing power, one of Europe’s most popular tourist destinations and an attractive business environment.

GREAT OPPORTUNITIES FOR INTERNATIONAL RETAILERS

Currently, around 38,000 people move to Stockholm each year, and the city is predicted to grow at a rate of six times faster than Paris and twice as fast as Copenhagen by 2030.

Every year millions of visitors travel to Stockholm. In 2017 Stockholm had over 14 million commercial overnight stays and the city continues to climb the list of most attractive destinations in Europe. Since 2016 more than 40 new international direct flight connections have opened, including direct flights between Stockholm and Los Angeles, Singapore, Milan, Dusseldorf, Shanghai and New Delhi.

There has been a considerable increase in new retail space developments and expansions of shopping centres and city districts. Reasons include swelling retail sales and high population growth rates, much higher than other leading European cities. 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 no. 1 city for Nordic headquarters...
...is the most competitive region in the Nordics according to the European Commission, and the 4th most competitive in EU.

**STOCKHOLM RANKS AS THE MOST POPULAR DESTINATION FOR INTERNATIONAL RETAILERS IN THE NORDIC REGION.**

Examples of recent establishments or coming soon include Uniqlo, Eataly, Lululemon, Jimmy Choo, Muji and Cartier.
The Stockholm region boasts a variety of popular shopping destinations - from retail outlets to experience oriented shopping centres.

1. **ARNINGE RETAIL PARK**
The northernmost of Stockholm’s retail parks, Arninge retail park is undergoing major expansion and development as a regional hub for retail, services and public transport hub. A travel centre will be built adjacent to the E18 and the new commuter railway station will be located next to the E18 along with a bus terminal.

Owner: Tripha Fastigheter AB
No of tenants: 40
Turnover: mSEK N/A
GLA: N/A sq m

2. **BARKARBY RETAIL PARK**
Barkarby has major retailers such as IKEA, Bauhaus and Elgiganten. The anchor tenants include Jula, Beckers, MIO, Askoln, Interport, PayC and Media Markt.

Owner: Tripla, Ica Fastigheter, Alecta, Ikea
No of tenants: 82
Turnover: mSEK 5,000 GLA: N/A sq m

3. **BROMMA BLOCKS**

Pleasant shopping with about 75 stores in the former hangars of Bromma Airport. Example of retailers: H&M, Clas Ohlson, Stadium, Lindex and Akers.

Owner: CBRE Global Investors Nordic
No of tenants: 77
Turnover: mSEK N/A
GLA: N/A sq m

4. **FARSTA CENTRUM**
The suburb of Farsta was created over 50 years ago as a community where work, housing and retail where clustered together. Today the centre houses an extensive range of shops, offices, schools and services. Example of retailers: H&M, Clas Ohlson, Gina Tricot, Indiska, Stadium, Lindex and Rituals.

Owner: Alvar Ljungberg
No of tenants: 150
Turnover: mSEK 2,500 GLA: 51,000 sq m

5. **HANINGE CENTRUM**

Haninge Centrum is the local meeting place in this southern suburb. It offers a range of fashion, sports, home interiors as well as eateries and services. Example of retailers: H&M, Clas Ohlson, Stadium and Akers.

Owner: Grownower Fund
No of tenants: 109
Turnover: mSEK 810 GLA: N/A sq m

6. **HERON CITY**

Heron City is a major shopping and retail park. A new metro line leading to Nacka Forum is undergoing. Example of retailers: Akademibokhandel, Dressum, Bulldynd and Lekka.

Owner: Unibail-Rodamco
No of tenants: 120
Turnover: mSEK 1,400 GLA: 35,000 sq m

7. **KUNGENS KURVA**

Kungens Kurva offers some 150 shops, restaurants and entertainment outlets. In addition to large stores such as IKEA, Elgiganten, and ToysRus the area houses a 25,000-square metre multi shopping centre, a trampoline park and easy access to the nearby Herron City.

Owner: Isea, Isea Centras, Varma, Capman Nordic & Cavendo, Ica Fastigheter, Svenska Handelsfastigheter
No of tenants: 73
Turnover: mSEK 7,600 GLA: N/A sq m

8. **LILJEHOLMSTORGET**

Liljeholmstorg Galleria has established itself as a modern and enjoyable commercial venue. An extension is planned for more retail, food and entertainment as well as community services as well as direct access to the metro station, bus terminal and underground parking.

Owner: Citycon
No of tenants: 94
Turnover: mSEK 1,980 GLA: 40,500 sq m

9. **MALL OF SCANDINAVIA**

The northernmost of Stockholm’s retail centres.

Owner: Tripla, Ica Fastigheter, Alecta, Ikea
No of tenants: 204
Turnover: mSEK 4,400 GLA: 100,000 sq m

10. **MÖRBY CENTRE**

Located in the country’s most affluent municipla, Danderyd, Mörby Centrum is also a frequent shopping stop for commuters. A development is underway to refurbish and expand the centre with an additional 18,000 square metres, office buildings and residential properties. Mörby Centrum will be rebranded Danderyd Centrum.

Owner: Skandia Fastigheter
No of tenants: 55
Turnover: mSEK 830 GLA: 18,000 sq m

11. **NACKA FORUM**

Nacka Forum features fashion and interior design stores, restaurants, grocery stores, and cafés spread over four levels. Services include library, banks, healthcare and offices. The centre is easily accessible by foot, car and public transport, with regular buses and trains taking only 10 minutes to Stockholm city.

Owner: CMV co-owned by Capman Real Estate, Varma/Cavendo
No of tenants: 37
Turnover: mSEK 2,500 GLA: 49,400 sq m

12. **SKHLM**

The 98,000-square metre property in southern Stockholm comprises 162 retailers, with anchor tenants including an ICA grocery store, Systembolaget, H&M and Altons, alongside a restaurants and leisure offerings.

With a library, a theatre, medical centres, offices and a school, it is the centre of the community.

Owner: Grownower Fund
No of tenants: 162
Turnover: mSEK N/A GLA: N/A sq m

13. **SICKLA KÖPKVARTER**

Sickla is a vibrant urban cluster of retail, culture, schools, offices and residential properties. Apart from 181 shops, Sickla houses restaurants, a cinema, library, art galleries and museums. Example of retailers: Q-Stall, Ria, Designgalleriet, Urban Deli, Bok&binder, Design, Nationssamling, Best of Brands.

Owner: Alvar Ljungberg
No of tenants: 160
Turnover: mSEK 9,354 GLA: 75,000 sq m

14. **SKHM**

The 34,000-square metre property in southern Stockholm comprises 120,000 square metres and restaurants as well as an enormous adventure playland. Example of retailers: Akademibokhandel, Dresssum, Bulldynd and Lekka.

Owner: Unibail-Rodamco
No of tenants: 120
Turnover: mSEK 6,000 GLA: N/A sq m

15. **SOLLENTUNA CENTRUM**

Solentuna Centrum is one of Stockholm’s first design-oriented shopping centres with around 112 shops and 1,500 parking spaces.

With classy architecture and high-quality materials, it has been designed to create an atmosphere of light and space. Example of retailers: H&M, Clas Ohlson, Stadium, Lindex and Rituals.

Owner: Thin Property AB
No of tenants: 112
Turnover: mSEK 15,000 GLA: 42,000 sq m

16. **SOLNA CENTRUM**

Solna Centrum comprises 120 stores, cafés and restaurants as well as an enormous adventure playland. Example of retailers: H&M, Clas Ohlson, Stadium, Lindex and Rituals.

Owner: Unibail-Rodamco
No of tenants: 120
Turnover: mSEK 6,000 GLA: N/A sq m

17. **TÄBY CENTRUM**

Täby Centrum is a hub for suburbs north of Stockholm with shops, restaurants, cafes, two large supermarkets and community services. It also features entertainment, including a newly refurbished cinema and Sweden’s largest indoor adventure golf facility.

The centre has welcomed a number of new market entries in recent years, including... Taxis and The Fish.

Owner: Unibail-Rodamco
No of tenants: 260
Turnover: mSEK 11,500 GLA: 81,500 sq m

18. **VÄLLINGBY CENTRUM**

Välingby Centrum comprises a solid offering of entertainment, services, food and culture. With 45,000 square metres and over 100 shops you can find anything from fashion, accessories and interior design to home improvement and electronics. Example of retailers: H&M, Clas Ohlson, Gina Tricot, Indiska, Stadium and Lindex.

Owner: Svenska Bostäder
No of tenants: 134
Turnover: mSEK 17,800 GLA: 48,800 sq m

19. **VÄRMDÖ R P**

Värmdö Retail Park is the dominating shopping destination in the municipality of Värmdö, about 20 kilometres east of central Stockholm. It comprises some 70 stores offering food, fashion, and interior design as well as sporting and household goods.

Apart from a community hub, the retail park is also the last outpost for stocking up on necessities for a great many people heading out into the archipelago.

Owner: Aberdeen Asial Asset Management Sweden AB
No of tenants: 138
Turnover: mSEK N/A
GLA: N/A sq m

Sources: Property owners/fastighetstodden magazine
STOCKHOLM CITY SHOPPING CENTRES AND DEPARTMENT STORES

Located throughout the city – from “Upper East Side” Östermalm to hipster Söder – these are the favourite indoor shopping destinations for Stockholmers.

SHOPPING CENTRES

1. FALTSÖVERSTEN is located in the heart of Östermalm, one of the trendiest and most innovative districts of Stockholm. A spacious centre with around 60 stores and restaurants that satisfy 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 continuously evolving, aiming to uphold and improve an innovative and exciting mix of food, fashion and service. Retailers include H&M, Kicks, Lindeberg, Jacks, Rituals and ICA. Owner: AMF Fastighetsförmedling, mSEK 1,261 GLA: 8,000 sq m No of tenants: 60

2. GALLERIAN (Stockholm’s first and largest shopping centre), located in the heart of downtown Stockholm’s commercial hub. Comprising of 65 shops and restaurants, Gallerian is home to an exciting mix of international and Swedish retailers. The centre is seamlessly connected with the underground and tram. Car access is one of the best in the CBD. An additional 6,000 square metres of new retail space containing more attractive shopping, restaurants, hotels and office space, is under construction. Retailers include Holister, Nala, Clas Ohlson, Q-Star RAV and Media Markt. Owner: AMF Fastigheter, mSEK 1,000 GLA: 30,300 sq m No of tenants: 80

3. GALLERIA SKRAPAN The ground floor of what used to be the Swedish tax authorities’ headquarters is now a 8,800 square metre retail space including areas for pop-up concepts. The gallery offers a wide range of shops, along with a rooftop restaurant and a bar. The landmark’s high-rise – now converted into student apartments – occupies a central location on Södermalm and attracts shoppers of all ages. Retailers include Monki, Intersport, Habitat, Levi’s, Rituals and Veajas. Owner: Vågsbyggt, mSEK 800 GLA: 9,000 sq m No of tenants: 30

4. HORSTULL is a welcoming commercial addition to the city’s southwest corner, the hipsters’ favourite district of Södermalm. With a pronounced emphasis on food, drink and social shopping, visitors can choose from a mix of some 39 shops, cafés and restaurants. A blend of daily service and small specialty stores. A mix of big chain stores, a lively square and smaller meeting places. As well as a popular nightclub and a proper barber shop. Retailers include H&M, Picard and L’Occitane. Owner: Bonnier Fastigheter, mSEK 714 GLA: 3,900 sq m No of tenants: 31

5. MOOD STOCKHOLM is shopping beyond shopping. An entire block in the city centre with an elegant, diverse and international atmosphere, attracting a trendsetter target group. It even includes urban gardens and unique tree-houses for conference use. This is the place to find unique concepts, a high level of service and some of Stockholm’s most popular retailers. The tenant mix, containing 46 units, covering the whole range from fashion to beauty and interior perfectly reflects the needs and wants of an urban consumer. Mood Stockholm is located close to the 35-metre metro stations. Retailers include Daniel Wellington, Samse & Samse, Rodabjer, Yellow Corner, Posh Living, Habitat, Levi’s, Rituals and Veajas. Owner: Vågsbyggt, mSEK 555 GLA: 10,269 sq m No of tenants: 46

6. PK-HUSEN Connected to the classic department store Nordiska Kompaniet, PK-Husen is a nine-storey mixed-use building. PK-Husen is home to a broad selection of well-known fashion brands. Retailers include Systembolaget, Acne and Polarn o Pyret. In June 2017, Stockholm’s new public space, Söderstark, was inaugurated next to PK-Husen, creating a new meeting place in the heart of Stockholm. Owner: Pernbrooke, Turnover: mSEK N/A GLA: N/A sq m No of tenants: 22

7. RINGEN CENTRUM is located in the core of Södermalm, one of the trendiest and most innovative districts of Stockholm. It houses a mix of brands that reflect the diverse, creative and innovative people in the area. The galleries is a laid-back space for socialising and everyday shopping, where different styles come together to form an attractive whole with a quirky edge. Teatrum ("The Theatre"), a new exiting F&B-concept, brings together several of Sweden’s most high-profile chefs and offers gourmet food with fast food convenience. Retailers include H&M, Kicks, MQ, Stadium and ICA. Owner: AMF Fastighetsförmedling, mSEK 1,090 GLA: 15,823 sq m No of tenants: 57

8. STOCKHOLMS CENTRALSTATION is the busiest railway station in the Nordic region, with some 200,000 visitors a day including the Cityterminal bus station. Centralsalen is the main hub for locals and tourists arriving from all over the world, connecting people to railways, metro lines and buses. Apart from that, Centralsalen offers over 60 stores, restaurants and coffee shops. Retailers include Lindex, Starbucks, Lusitana, Burger King and Lush. Owner: Jernhusen Stationer, ÅB Turnover: mSEK 1,165 GLA: 42,385 sq m No of tenants: 89

9. STUREGALLERIAN Located in the dandyish Stureplan area, Sturegallerian has been a meeting point for discerning shoppers, bohemians, gourmets, coffee lovers and interior design enthusiasts since 1989. Sturegallerian caters to several walks of urban life with a diverse offering of shopping, restaurants, pubs, bars, nightclubs, entertainment and recreation. Retailers include: Zara, Rituals, Zaffaroni Cioccolata, Massimo Dutti, Casbah, Starch, Grand Escalier and Sturebadet Spa. Owner: Tuneshouse European Holdings S.A, GLA: N/A qm GLA: N/A No of tenants: 61

10. VÄSTERMALSGALLERIAN is located in the heart of Västerbron, one of the most urban and lively districts in Stockholm, lies the shopping centre Västermalmsgallerian. It contains more than 40 shops, creating an attractive mix of fashion, food and services. This is where urban consumers do their daily shopping and spend time with friends and family. The centre is located right by Fridhammars metro station, Stockholm’s third largest hub for public transport. Retailers include Rituals, H&M, Polarn o Pyret and Espresso House. Owner: AMF Fastigheter, mSEK 548 GLA: 9,165 sq m No of tenants: 45

DEPARTMENT STORES

11. NORDISKA KOMPANIET (NK) is Stockholm’s international department store is a contemporary stage for fashion, beauty and design. Over 110 different stores featuring a vast assortment of high-end fashion and luxury goods. Restaurants and cafés for refreshments are found throughout the building. Examples of brands in the department store: Valentino, Balenciaga, Hermès, Ralph Lauren, Paul Smith, Burberry and Max Mara. More brands are coming in the near future. Owner: Hunskrudlaglan, Turnover: mSEK 2,465 GLA: 24,000 sq m No of tenants: 110

12. ÅHLÉNS CITY is the leading department store operator in Sweden, and its flagship Åhléns City is the largest department store in Sweden. Over 1,000 different brands co-operate to offer the widest assortment of fashion, beauty, accessories and lifestyle products. Åhléns City is one of the most upmarket residential areas in Stockholm. A spacious centre with around 60 stores and restaurants that satisfy 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 continuously evolving, aiming to uphold and improve an innovative and exciting mix of food, fashion and service. Retailers include H&M, Kicks, Lindeberg and ICA. Owner: Tamweelview European Holdings S.A, GLA: 11,269 sq m No of tenants: 60

Source: Property owners/Fastighetsvärlden magazine
STOCKHOLM CITY CENTRE
KEY RETAIL AREAS

Retail in Stockholm’s city centre is concentrated in connected shopping areas, each with its own unique atmosphere and commercial offering.

BIBLIOTEKSTAN is high-end shopping district with the most prominent stores in the heart of Stockholm. Brands such as Chanel, Prada, Marni, Celine and Louis Vuitton sit alongside Swedish brands like Acne Studios, Filippa K, Rodejörn and Byredo, to name a few. Hufvudstaden owns 70 per cent of the properties on Biblioteksgatan.

Drottninggatan is the busiest pedestrian shopping street in Stockholm. The 1,000 metre street changes atmosphere, beginning to the south in heavily touristed Old Town, with the central part crowded with a vast retail offering and the northern end being slightly calmer with historic architecture, cafes and restaurants and smaller boutiques. Retailers include department store Ahlèns and brands like HM, Arct, Allsve, Holland & Barrett, River island, Zara, MD, Flying Tiger and Weekday.

Gamlagatan has the unique character of a friendly small-town with creative concepts, restaurants and cafes. Located right next to two of the city’s busiest retail streets and the new commuter train station (Citybanan), it is home to creative concepts such as Grandpa, Balt, Dr. Denim and Irew star Michelin restaurant Frantzén.

Hamngatan stretches from the city area around Sergels Torg down to the exclusive Bibliotekstans district. It is an attractive street with flagship stores like H&M, Zara and Victoria Secret, the Gallerian shopping centre, and the iconic department store NK. Uniqlo recently choose Hamngatan for its first store in Sweden and Scandinavia.

Kungsatan is Stockholm’s most active office address and home to international concepts and brands focusing on sports & outdoor. Kungsatan’s property owners work together to develop and enhance the street and its tenants. New establishments are on-going and Barbour, Samsung Concept Store, Holy Greens. Nespresso. Starbucks and Hypé are all chosen to locate their flagship stores on this street.

Mood District crossing Hamngatan and connecting Kungsatan, Mood District houses the lifestyle galeria Mood Stockholm and a whole new neighbourhood that adds a contemporary mix of fashion and F&B offerings. On Regeringsgatan 81 you will find the Lobby, a new retail space taking the pop-up concept to the next level. Järnerstgsatan has come to life by introducing a new F&B entrants that add to the buds, including a cafe bar, gourmet burger restaurant Jeweis and the trendy Mexican-Latin restaurant YUC. In the corner of Regeringsgatan and Järnerstgsatan, you will find the first city-based IKEA in Stockholm.

Norrlandsgatan is a trendy street where the young Stockholmers meet for lunch and coffee, for example at The Bianchi Café & Cycles, where they can also buy a trendy bicycle. Other brands: Houdini, Hestra. Norrlandsgatan connects the Mood district with Bibliotekstan, as well as Hamngatan and Kungsatan.

Sergelgatan is home to several of the world’s biggest fashion chains, inclucising MD, Gina Tricot, Timberland and Stadium. During the summer the popular roof-top city park and terrace Höftrigaställen opens for lunch and late evening. In the Höftrigastallan indoor market, you’ll find food from every corner of the world, and the outdoor market square of Höftergöld, offers a colourful array of fruit, vegetables and flowers.

Sturegallerian/Humlegården is home to numerous exclusive premium brands as well as a row of up-market restaurants and night-life. On Humlegården you can find Stockholm’s new “Star Line” with focus on musicians. There are also lots of cosy coffee shops. Footfall*: Sturegallerian Fri: 15,000, Sat: 12,000

Urbane Escape is an ongoing project, read more under Retail Development in Stockholm City, pages 38–39.

* Footfall refers to the annual average daily pedestrian traffic (measured one day at the end of September between 9AM and 9PM) on the street section with the heaviest pedestrian flow.

STOCKHOLM
RETAIL DEVELOPMENT IN STOCKHOLM CITY

Many new developments are under way in Stockholm city. Ranging from the bold renewal of iconic shopping destination NK to the ambitious revamping of entire retail districts – creating new social spaces indoors and outdoors, connecting hotels, retail spaces, offices and restaurants.

SERGELSTAN
A new living room in the heart of Stockholm
Sergelstan is the common name of the area in the very centre of the city, which in many ways is perceived as the heart of Stockholm. It is a place where people come to shop, browse, go to the theatre, protest, celebrate and play chess or simply to hang out. The area is undergoing considerable transformation, with the strong 80’s architecture giving way to developments to make it a lively area, full of activities and inviting spaces that is full of life and always awake. Construction started in the summer of 2017 and will be ready for the first tenants in 2020–2022.

- HAMNGATAN RETAIL The #1 flagship location in Stockholm and next door to the H&M flagship store. Connected with the steady flow of shoppers in Sergelgången below Hamngatan. The property with 11,000 square metres office space and multiple terraces, will also boast one of the city’s largest rooftop terraces with spectacular views and a restaurant and bar.

- MALMSKILNADSGATAN FOOD & BEVERAGE
Vasakronan is developing one of the most interesting restaurant areas in the city with a wide offering from fine dining to trendy and healthy take-away concepts. A rooftop bar and al fresco dining on street level makes this a destination from early morning to late night. The development also houses 10,000 square metres office space, featuring co-working space, and some 30 residential units.

- PAVILJONGEN/THE PAVILLION In the corner of Sveavägen and Hamngatan, this 300 square metres pavilion will house restaurants and cafés as well as spaces for experience-based concepts such art installations and creative meetings.

- SERGELGATAN RETAIL With 13,000 square metres of contemporary shopping, this street has steady pedestrian flow and upcoming plans for new shopping and restaurant experiences. All for an urban and conscious audience.

- SOLTRAPPAN/THE SUN STAIRCASE New wide steps will connect Sveavägen and Sergels torg with Malmhällsbacken, providing also a sun-drenched place to rest, people-watch, meet with friends or enjoy a coffee.

- SVEAVÄGEN RETAIL New retail space along both sides of Sveavägen with the best visibility in the city, connecting Hamngatan to Sergelgatan, will be two of the strongest retail locations in Stockholm. The footfall in this area is high all day and night with a lot of people passing the street on their way to shopping, restaurants, offices, cinema, concerts, public transportations and much more.

VASAGATAN
Stockholm’s most central street is getting an upgrade
The Central Station, with its 11,000 square metres of retail space, is unbeatable in terms of access. The main commercial area on the street currently consists mostly of large hotels and restaurants. New developments are under way to make this street into an attractive new entrance to central Stockholm. Starting late summer 2018, construction will be carried out to create a more attractive area with wider sidewalks as well as room for more outdoor restaurants. Traffic will be reduced in favour of pedestrians and cyclists. The City of Stockholm and real estate owners on the street are collaborating within Management Vasagatan toward a shared vision of an all-day, all-year open street bustling with contemporary F&B and retail concepts.

GAMLA BROGATAN
Bringing back the trendy atmosphere to one of Stockholm’s most unique streets
The location between Drottninggatan and Vasagatan shows the potential for this 250 metre stretch of street. In the past, the street had a strong position as a trendy hub and attracted the newest concepts. The character is unique with a taste of a friendly small town with creative concepts, restaurants and cafés. Located right next to two of the city’s busiest retail streets the potential for substantial customer flows is tremendous. The new commuter train station (Citybanan) at Vasagatan in the beginning of Gamlabrogatan is drawing attention and will contribute further to customer flows. The real estate owners have started renewal work, within Management Gamla Brogatan, focusing on both indoor and the outdoor environment together with the municipality. Strong and creative concepts such as Grandpa, Volt, Dr Denim and three star Michelin restaurant Frantzén already call the street home, and the work will continue to make room for more.
The hottest city space in Stockholm
AMF Fastigheter is shaping one of the hottest new city spaces in the capital. Spanning five properties, four streets and two squares, Urban Escape attracts those seeking a creative vibe and a cosmopolitan pulse. A free zone in the city centre where a passion for work can be combined with entertainment and relaxation – any time of the day. Urban Escape has already attracted cutting-edge tenants such as Rochier, WeWork and Microsoft. Urban Escape also houses the iconic Gallerian, Stockholm’s most central shopping mall as well as two unique lifestyle hotels and a number of top restaurants. To top it off – these properties are interlinked through a roof-top setting with a park, bars and event spaces.

NORDISKA KOMPANIET (NK)

NK welcomes a new era
Nordiska Kompaniet in Stockholm is set to enter a phase of extensive renewal, intended to strengthen the company’s position as a world-class department store. The project will cover 50 per cent of the existing store area. Both the physical and digital environment will be developed by the year of 2020 to meet the customer’s needs. NK will become even more luxurious, larger and more personal. The portfolio will be reinforced with a number of international luxury brands. Two of these – Balenciaga and Valentino – are set to establish single brand departments during the autumn 2018.

Additionally, for the first time in its history NK are also planning an outdoor gym on the roof, with running tracks, paddle tennis courts and a juice bar.

The department store aims to continue to be an inspiring meeting place and is planning to improve the food and beverage offering on all floors. A new food market is also under construction, where NK will welcome some of Sweden’s top entrepreneurs within meat, fish, cheese, chocolate, bread and vegetarian food.

DID YOU KNOW...

...the consumption capability per person in the Nordics are found in Stockholm.

...commercial overnight stays in Stockholm 2017 was 14 million.

URBAN ESCAPE

The hottest city space in Stockholm
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As the founder Josef Sachs so eloquently put it: “NK is a commercial and cultural theatre – a contemporary stage, where customers are continually surprised and inspired.”

THE LOBBY

The market place of tomorrow
The Lobby has been described as the concept of the future in terms of retail. Under development by AMF Fastigheter and located in the MOOD District, on Regeringsgatan 61, The Lobby is taking the pop-up concept to the next level, providing a platform for brands to use for event-driven activations and social interactions with consumers. The Lobby also provides a meeting spot with F&B and areas for socialising. The Lobby will also feature a range of sophisticated digital services, such as multi-media shopping tools and Click & Collect.

STURE

The place to meet
The City of Stockholm and ADIA, Abu Dhabi Investment Authority are collaborating on a redevelopment of Sturekvarteret with a planned completion in 2025. Together they are updating this classic business, shopping and entertainment district into a meeting destination with plenty of space in an unbeatable location.

The vision includes to create several yards, additional restaurants, a large food hall, a new hotel as well as modern offices and residential spaces. The 8000 sq m of commercial space and the new food hall will share a completely new ground floor accessible through a new exit from the metro.

HÄSTEN 21, PART OF PROJECT ACCESS

Where Stockholm meets Project Access is Pembroke’s vision to make one of the most central areas in Stockholm more accessible by opening up pathways to create an environment where people can meet. Hästen 21 is at the heart of this – a planned architectural project that will bring together opportunities to work, live, shop and socialise for Stockholmers. The new building will combine 21,000 square metres of modern office space, up to 20 retail destinations and 27 residential units to positively impact and vitalise the area during all hours of the day. The construction is planned to start in 2019 and will be ready for occupation by 2023.

DID YOU KNOW...

...the 2nd highest net income per household in the Nordics are found in Stockholm.

...the consumption capability per person in Stockholm is 150,000 SEK/year.

...commercial overnight stays in Stockholm 2017 was 14 million.

1 Swedish krona, SEK = $ 0.117 and € 0.098 (average Q1–Q3 2018)
Welcome to Gothenburg – one of the most rapidly expanding regions in Europe and a strategic hub for logistics and transport in Scandinavia.

KEY FACTS GOTHENBURG

**GRP/CAPITA** SEK 495,000

**POPULATION**
- CITY 564,039 (+8,500 per year)
- REGION 1.0 million (+10,000 per year)
- COUNTY 1.7 million (+17,000 per year)

**WORKFORCE** 518,000

**STUDENTS** 50,000

**COMPANIES** 115,500

**FOREIGN OWNED COMPANIES** 2,300

**AVERAGE AGE** 39

**HIGHLY EDUCATED PEOPLE** 53%

**SINGLE HOUSEHOLDS** 53%

**AVERAGE INCOME** SEK 300,000

**RETAIL SALES** SEK 66 billion, (10% of total Sweden)

*Gothenburg Region

Source: Business Region Göteborg

For more data on the Gothenburg Region, you may download the report “Facts & Figures” on www.businessregiongoteborg.com

**RETAIL SALES INDEX**

<table>
<thead>
<tr>
<th></th>
<th>Daily goods</th>
<th>Non-daily goods</th>
<th>Total</th>
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<td>130</td>
<td>115</td>
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<tr>
<td>Sweden</td>
<td>100</td>
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</table>

Source: HRA
THE THRIVING WEST COAST CAPITAL

With a thriving business environment and an exciting urban transformation underway, Sweden’s second city is attracting people, companies and investors like never before.

SCANDINAVIA’S MOST EXPANSIVE REGION

Home to Volvo, Gothenburg is a centre for knowledge-intensive industries and advanced services. And according to the European Commission it is one Europe’s most innovative regions. It is also Scandinavia’s leading hub for imports and exports of goods. About 70 per cent of Scandinavia’s population and industry is within 500 km of Gothenburg.

TRANSFORMING

Gothenburg is in the middle of its biggest development leap in modern history. By 2035 around 105,000 homes will have been built in the region and an estimated SEK 1,000 billion will be invested in property developments and infrastructure.

A FAST-GROWING REGION

For many years the Gothenburg region has enjoyed strong population growth. In March 2017, the population passed the one million mark and by 2035 it is estimated to be around 1.2 million. The average spending per person on retail, excluding food and beverage, is around SEK 65,000 per year.

The region has also experienced strong economic growth. Since the year 2000, Gothenburg has seen a 79 per cent increase in gross regional product, a 74 per cent increase in total wage sum and 134,000 jobs have been created. Gothenburg also has the lowest unemployment of Sweden’s metropolitan regions – a position it has held since mid-2016.

RETAIL GROWTH

Retail sales are an important growth engine for the Gothenburg region. The industry has around 27,000 full-time employees. In recent years, the region has seen a steady wave of international retailers and products enter its market, including Tesla, Starbucks, Superdry and Victoria’s Secret.

Gothenburg is increasingly making waves on the fashion scene. It is the birthplace of global brands Nudie Jeans, Monki, Elvine, Dr Denim and Twist & Tango. Meanwhile, major Swedish chains MQ, Lindex and KappAhl all have their headquarters in the city.

A SHOPPING AND TOURISM DESTINATION

Gothenburg is a popular shopping destination offering a mix of small indi shops, international stores and large malls. The region also frequently hosts and organises large-scale national and international congresses, events and festivals as well as more exclusive meetings. Extensive experience and excellent facilities put Gothenburg in a strong position as a venue city.

It’s estimated that foreign tourists in Gothenburg spend on average half their holiday budget on shopping. And Gothenburg’s tourism industry is going from strength to strength with both air passenger numbers and guest nights at record levels in 2017 (approx. 7 million and 4.8 million, respectively). Most visitors come from Norway followed by Germany, Britain, USA, Denmark and China.

A LIVELY FOOD AND BAR SCENE

Gothenburg has an exciting food scene and the offering of eateries is constantly evolving. The region has everything from Michelin-starred restaurants and cosy cafés to modern food trucks serving a mix of local and international cuisine. And the proximity to the sea and the archipelago means that the selection of fish and seafood is second to none in Sweden. Gothenburg also has a lively night scene with a mix of modern bars, laid back pubs and cool nightclubs. In addition, the city is one of Europe’s hottest hubs for craft beer.

DID YOU KNOW THAT GOTHENBURG...

...is Sweden’s top logistics location and home to Scandinavia’s largest port.
...has 2,300 foreign-owned companies that employ a fifth of the region’s workforce.

“The popularity of Gothenburg—birthplace of Volvo (and Alicia Vikander), home to Michelin-star restaurants, picturesque architecture, sophisticated bar culture, renowned galleries and art museums, and designer shops—has exploded in the last few years.”

— Matilde Wergeland, Vogue 2017
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.

1. ALLUM

Alum is located 8 kilometres east of Gothenburg. It is a modern shopping centre featuring specialty shops side by side with well-known chains as well as eateries.

Owner: Steen & Ström Sverige AB
No of tenants: 20
Turnover: mSEK 1,962 GLA: 55,000 sq m

2. ARKADEN GALLERIA

Arkaden consists of more than 20 shops and restaurants on three levels with a focus on fashion, design and home decor. Here you will find shops like Zara, Raglan, Benetton, Walk in Closet, MG, Mango, Tommy Hilfiger and Tesla. The mall has a long history and was opened way back in 1899. But since then it has evolved over time.

Owner: Vasakronan AB
No of tenants: 23
Turnover: mSEK 500 GLA: 9,000 sq m

3. BACKAPLAN

Backplan, located just north of Gothenburg’s city centre, is one of Sweden’s largest shopping areas. It covers approximately 110,000 square metres and holds more than 120 stores. Backplan is a public transportation hub and is easy to reach by car.

Owner: Multiple owners
No of tenants: 123
Turnover: mSEK N/A GLA: N/A sq m

4. BÄCKEBOL

Located on the island of Hisingen in the northern part of town, this large shopping mall is in the heart of retail areas such as Ideas, Blachas, Claas, Dillaro. Located on the island of Hisingen in the northern part of town, this large shopping mall is in the heart of retail areas such as Ideas, Blachas, Claas, Dillaro.

Owner: Vasakronan AB
No of tenants: 25
Turnover: mSEK N/A GLA: N/A sq m

5. FEMMAN

A shopping mall in the centre of Norrland. On three floors and restaurants like Victoria’s secret, H&M, Tommy Hilfiger and Tesla. The mall has a long history and was opened way back in 1899. But since then it has evolved over time.

Owner: Tropp Fastigheter AB (Redbo AB)
No of tenants: 29
Turnover: mSEK N/A GLA: N/A sq m

6. FREDSSGATAN/FREDSTAN

Fredsgatan is a modern/international shopping area on three levels with a focus on fashion, design and home decor. Here you will find shops like Zara, Raglan, Benetton, Walk in Closet, MG, Mango, Tommy Hilfiger and Tesla. The mall has a long history and was opened way back in 1899. But since then it has evolved over time.

Owner: Steen & Ström Sverige AB
No of tenants: 123
Turnover: mSEK N/A GLA: N/A sq m

7. FRÖLUNDA TORG

Frölunda Torg offers 200 stores just 15 minutes from the city centre. It has everything from fashion, home decor and sporting goods to cosmetics and electronics. There are also several cafes and restaurants, as well as unique delicacies of the Swedish food hub.

Owner: Skandia Fastigheter AB
No of tenants: 200
Turnover: mSEK 2,987 GLA: 55,000 sq m

8. GALLERIA 421

Opened in 2006, it has developed into an established shopping centre with an increasing number of visitors and sales. The largest tenant is ICA Max, followed by MediaMarkt. Other tenants include H&M, Intersport, Dressman, Lindex, Kappahl and Cubus.

Owner: Fastigheter AB Balder
No of tenants: 16
Turnover: mSEK 920 GLA: 24,200 sq m

9. HEDE FASHION OUTLET

This outlet offers well-known brands in fashion, sporting goods and home furnishings from Acne, Björn Borg, Hugo Boss, Flippa K, Lindmeister, Knisa Biski, LaCoste, Nudie Jeans, Omeroos, Oscar Jacobson, Peak Performance and Rörsjöstrand.

Owner: Svenska Handelsfastigheter
No of tenants: 52
Turnover: mSEK N/A GLA: N/A sq m

10. KUNGSMÄSSAN

The retail trade in the growing city of Kungsmässan is one of the most vibrant retail areas in the region. The main shopping street is a destination offering. Located in the city centre of Gothenburg, it is one of the largest shopping areas in the region, which is rapidly growing and attracting more stores to the area. There is a mixture of stores offering electronics, DIY and home improvement, sporting goods, toys, etc.

Owner: Vasakronan AB
No of tenants: 51
Turnover: mSEK 666 GLA: 10,160 sq m

11. NORDISKA KOMPANIET (NK)

NK stands for style, trends and inspiration. This exclusive department store has been located at Östra Hamngatan, 42 for over a century. Spread over four floors, it has over 50 departments offering the latest in fashion, accessories, beauty and interior design. The NK Designer’s department celebrates Swedish brands such as Dagmar, Wåhlin, Acne, Hunkydory and Flippa K.

Owner: Hufvudstaden AB & Vasakronan AB
No of tenants: 200
Turnover: mSEK 4,200 GLA: 77,500 sq m

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Owner: Hufvudstaden AB & Vasakronan AB
No of tenants: 200
Turnover: mSEK 4,200 GLA: 77,500 sq m

13. NORDSTAN SHOPPING CENTRE

The largest shopping centre in Gothenburg is much more than a routine shopping trip. Aside from the massive selection of clothing, shoes and eateries, Nordstan also offers cosmetics, home electronics, sporting goods, toys, interior design items and much more.

Owner: Hufvudstaden AB & Vasakronan AB
No of tenants: 200
Turnover: mSEK 4,200 GLA: 77,500 sq m

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Owner: Hufvudstaden AB & Vasakronan AB
No of tenants: 200
Turnover: mSEK 4,200 GLA: 77,500 sq m

15. SIJSJÖ RETAIL PARK

- A customer-friendly and comprehensive shopping complex for both consumable and durable goods. Located in Askim in the south of Gothenburg, it is one of the largest shopping areas in the region, which is rapidly growing and attracting more stores to the area. There is a mixture of stores offering electronics, DIY and home improvement, sporting goods, toys, etc.

Owner: Vasakronan AB
No of tenants: 66
Turnover: mSEK N/A GLA: N/A sq m

16. STENUNGSTORG CENTRE

This centre in the municipality of Stenungsund consists of many stores with a large variety of brands. The location is in a quiet marina environment just by the ocean.

Owner: Citycenter
No of tenants: 64
Turnover: mSEK 720 GLA: 21,000 sq m

Source: Property owners/fastighetsregistern magazine

1 Swedish krona, SEK = $ 0.117 and € 0.098 (average Q1–Q3 2018)
Gothenburg has an exciting mix of international fashion brands, independent shops, pedestrian streets, malls and department stores.

**AVENYN - THE CITY’S BOULEVARD**
Kungsportsavenyn, known as Avenyn (the Avenue), stretches from the monumental Götaplatsen to Kungsportsbron bridge by the most. Avenyn is a popular destination for over 8 million Gothenburg natives and tourists every year. The boulevard and its side streets are lined with numerous cozy cafés, renowned restaurants and popular bars. In summer, Avenyn becomes even livelier as the pavements fill up with sunny terrace bars, cafés and strolling holidaymakers. The district also has several museum shops, including the one at the Gothenburg Museum of Art with its large selection of art and design books, and Röshöka, which offers an assortment of curated design items and prints. In Wallenstads’ buildings you will find Rhapsody stones for Oscar Jacobsson, Wilkensy & Bischof, Tommy Hilfiger, Bang & Olufsen and Nespresso.

**HAGA** is one of the oldest and most popular districts in Gothenburg. The neighborhood has kept a lot of its original charm and the picturesque main street Haga Nygata is lined with well-preserved wooden houses, boutiques and cafés. It is home to numerous small boutiques that offer an eclectic mix of old and new. There is a wonderful assortment of antiques, handcrafts, designer goods, books, children’s clothing and vintage fashion. The neighborhood merges into the Linné district.

**LINNÉ** The Linné district extends from Järntorget square to the hub Linnéplatsen, next to Stöttsäken, a park. The street is sometimes described as “the main boulevard” by locals, largely thanks to its large selection of restaurants and bars. The area is also good for shopping, with a varied selection of vintage, fashion boutiques and art galleries. The four side streets named Långgatan are dotted with urban fashion stores, vintage boutiques, record shops, antique shops, pubs and restaurants.

**THE INNER CITY** The charming area inside the Mötet is home to a mix of small specialist shops and large chain stores. There are about 470 stores, close to 200 restaurants and cafés, and over 10 rehearsal rooms for body and mind. The aroma of freshly roasted coffee drifts from Victoriapassage, a narrow alley lined with charming small boutiques. Beyond, the cobbled Södra Larmgatan stretches all the way to Kungsportsplatsen and the old Market Hall (Guldhällen). A little further along the Mötet stands the famous Feskekôrka fish market hall. Kungsportsbron, which is mostly a pedestrian bridge, offers a wide variety of shops, cafés and restaurants. Recently, Tesla motors opened a showroom here in the inner city. Luxury brand Michael Kors also has a store close to the Tesla showroom.

The Magasin district, previously a ware-house district, now offers a great selection of shopping and exciting places to eat. A creative centre has blossomed in the neighborhood around Magasinsgatan, Västergatan and Södra Larmgatan, where local Gothenburg designers have set up shop amidst cafés and vintage boutiques. Shoppers will also find specialty shops such as Emma and Malena and Velour, and can enjoy a seafood lunch at Stormängskullen in the heart of this district.

**FREDSTAN** is an ongoing project, read more under Retail Development in The Gothenburg Region, page 48.

**VASASTAN** stretches from Avenyn to Haga and is characterized by grand stone buildings from 1870 to 1920. This lovely neighborhood includes everything from cozy cafés and fashion boutiques to Michelin starred restaurants and independent art galleries.
RETAIL DEVELOPMENT IN THE GOTHENBURG REGION

Gothenburg is transforming rapidly with extensive urban development plans in ideal city locations. Existing shopping streets and malls are expanding and developing, and new areas are emerging. Here are some of the retail developments currently underway.

AIRPORT CITY GÖTEBORG
Ongoing development
In Härads you can find Göteborg Landvetter Airport. Over 1.7 million square metres is now under development for business, services, travel and shopping in what will become Airport City, Göteborg. There are detailed plans for large areas dedicated to logistics, business parks and retail. Around 1.2 million people live within 40 minutes of the airport and the number is expected to grow by another 500,000 by the year 2030. A new high-speed railway is planned between Gothenburg and Borås with a stop at the Airport City, which will provide an easy and sustainable access.

ALLUM
Ongoing expansion
This mall is located in Partille, 7 kilometres east of Gothenburg and with easy access from the highway that passes on its way to Stockholm. Allum is set to expand by 15,400 square metres taking the total number of stores to more than 130. The expected opening of the new extended mall is during 2019.

BACKAPLAN RETAIL DISTRICT
Ongoing 2016–2025
This large and popular retail district has a central location, just a bridge and a few minutes away from Gothenburg's inner city. It will transform into a new urban district – an attractive area for living and shopping. Developers have joined forces, and plans include 5,000–6,000 housing units, public spaces and retail/food & beverage space.

FREDSTAN
Ongoing expansion and development
Fredstan, the new shopping district in central Gothenburg, comprises the city blocks around Fredsgatan, Huvudstaden and Vasakorset, have a shared vision of reviving this area and, in cooperation with the city and other property owners, making Fredstan more attractive. Here you will find your must-haves in favourite stores that include Sephora, Michael Kors, Chanel Beauty Store, Hugo Boss, Superdry, Zara Home, Tesla and Nordiska Kompaniet.

HÖGSBO-SISJÖN
Ongoing 2016–2019
With an area of 2 million square metres this is one of West Sweden's largest business areas. Högsbo-Sisjön today houses over 1,700 companies within 300 branches. The area is located south of Gothenburg and continues to expand, it is expected to double in area over the next years. The investments will lend the area a new character, with housing, offices, new retail space and hotels.

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KÅLLERED RETAIL PARK
Expected opening 2021
This is a large area of retail expansion in the municipality of Mölndal, which will give the new modern shopping destination a combined total area of nearly 80,000 square metres.

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NORDISKA KOMPANIET (NK)
Expected opening 2018
Just like in Stockholm, Nordiska Kompaniet is entering a new phase in the development of the department store in Gothenburg. During fall of 2018 we will open, after almost two years of renovation, the lower ground floor and its historic 1700th century vaults. The opening of the new space will involve a new restaurant, interior design departments as well as premium brands within the area of accessories and fashion. The restaurant "Swedish Taste" will focus on high quality ingredients mainly from the Swedish cuisine wrapped in a stylish environment. The restaurant will be able to carry 70 seated guests.

NK Göteborg has 9500 m² of commercial space today, after the fall opening the department store will carry 10,000 m² of commercial space. The biggest improvement of the department store lays mainly in a better overview, better accessibility and an improved customer flow as a result of the rebuild.

The development of the ground floor as well as newly renovated entrances is also a start of developing other areas of the department store which is planned to start in the nearest future. Our ambition is to develop both the content of the department store as well as develop the facilities.

KONGAHÄLLA SHOPPING
Expected opening 2019
A new retail destination will be established in this municipality of Kungså – just along the E6 motorway. This will be the biggest mall investment in 10 years in the Gothenburg region. The planned name of this urban district is Kongahälla – it will consist of 100 retail stores over a 37,000-square metre area, as well as new residential units. All of which will be adjacent to the new travel centre that also is planned for in this area.

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KÅLLERED RETAIL PARK
Expected opening 2021
This shopping centre in Gothenburg is under development with 55,000 square metres of new retail space including stores, services and eateries. 300 apartments will be built next to this area. SKF’s old factory buildings are being transformed into the new shopping experience Kulan, whose architecture and design are inspired by the industrial heritage of the area.

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The growth centre of southern Sweden offers access to 3.9 million regional consumers and is a gateway to Scandinavia. A modern, diverse and pulsating European city – Malmö is a great place to live, work and do business in.

**KEY FACTS MALMÖ & GREATER COPENHAGEN**

**GRP/CAPITA** SEK 450,000

**POPULATION**
City 328,494 (+4.8% since 2011)  
MALMÖ REGION 695,430
GREATER COPENHAGEN** 3.9 million

**WORKFORCE** 170,218
Employed within retail in Skåne* 80,737

**STUDENTS**
MALMÖ REGION 26,000  
GREATER COPENHAGEN** 153,000  
(8,000 scientists)

**COMPANIES**
MALMÖ 35,171 (1,648 are foreign-owned)  
GREATER COPENHAGEN** 250,000

**NEW COMPANIES** 8 reg./day

**AVERAGE AGE** 38

**SINGLE HOUSEHOLDS** 70%

**AVERAGE INCOME** SEK 207,000

**RETAIL SALES MALMÖ REGION** SEK 83 billion

**RETAIL SALES INDEX**

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<th></th>
<th>Daily goods</th>
<th>Non-daily goods</th>
<th>Total</th>
</tr>
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<td>96</td>
<td>136</td>
<td>115</td>
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<tr>
<td>Sweden</td>
<td>100</td>
<td>100</td>
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</tr>
</tbody>
</table>

* Malmö Region  
** Greater Copenhagen includes not only Malmö but Skåne  
"Greater Copenhagen is a metropolitan region that spans Eastern Denmark and Skåne in Southern Sweden"  
Source: http://www.greatercph.com/about

Source: HUI
MALMÖ
YOUNG, DIVERSE & GROWING IN SOUTHERN SWEDEN

Located just 20 minutes from Copenhagen International Airport across the Öresund strait, Malmö is Sweden’s third largest city. Malmö is the economic hub and growth centre of the country’s southernmost region, Skåne, and lies within the most densely populated region in Scandinavia.

Skåne is part of an economic area commonly referred to as ‘Greater Copenhagen’. This area is home to 8.9 million consumers, who are linked seamlessly by the Öresund Bridge. The Greater Copenhagen area is synonymous for smart cities and a way of life based on diversity, creativity and togetherness.

Add Malmö’s world class sustainability, a stable, innovative economy and great quality of life – including a city beach – and you’ve got one exciting retail destination!

WELCOMING TO NEW, HIP BRANDS

Malmö is home to an expanding, highly educated, young and diverse population. The city has exhibited strong consumption behaviour in the last years, resulting in retail sales growth that is forecasted to outperform the national average again in 2018. Malmö’s retail landscape offers a well-balanced mix of city centre malls, high street retail and larger city periphery shopping complexes. This mix has made it the perfect place for both boutique and large international brands to establish. Recent newcomers to the scene include Normal, Afood, Apple, Zara Home, COS, L’other Stories, Stellvol, Chanel, Hollister Co., and Desigual.

PROXIMITY TO COPENHAGEN FUELS RETAIL, TOURISM AND CROSS-BORDER LIVING

The Öresund Bridge connecting Copenhagen and Malmö ensures that goods, competence and people flow freely between Denmark and Sweden making it possible to work in both countries from one convenient location. The Malmö region receives a large inflow of Danish spending – and you’ve got one exciting retail destination!

MULTICULTURAL, YOUNG AND HIGHLY EDUCATED

Malmö is one of Sweden’s most international cities, with over 177 different nationalities calling it home. Year after year, its international reputation strengthens with the number of foreign-owned workplaces increasing. The city also continues to grow thanks in large part to its proximity to world-class universities. In fact, the region boasts more universities than any other place in Europe.

Sweden’s youngest university, Malmö University, is located in a lively and central part of the city and hosts around 24,000 students. Less than 15 minutes by train from Malmö is Lund, home to one of Scandinavia’s oldest research institutions, Lund University which ranks among the top 100 universities in the world by Times Higher Education.

AN INNOVATIVE REGION ATTRACTING GLOBAL BRANDS

The Malmö region has established itself as one of the most competitive and innovative in the Nordics in recent years. Nearly one-tenth of all Nordic Headquarters are located in Skåne. This figure is two times higher than that for Oslo, and six times higher than for Helsinki. Among the companies that have chosen Malmö are global-ly-known names like Massive Entertainment, King, IBM, Dow, Vestas, Mercedes-Benz, and Perstorp. We also find Schneider Electric, The Absolut Company, Borg Warner, Canon, Sony, Oatly and Bosch operating out of the region.

DUE TO BECOME EVEN MORE ATTRACTIVE

Today, Malmö offers one of the best logistics networks in Scandinavia but one major infrastructure project ongoing is set to make Malmö’s location even more attractive. The Fahrmann Belt, a combined road and rail tunnel that will completed will be the world’s longest and will create a seamless connection between Sweden and Germany. Travel time from Malmö to Hamburg will be around three hours, compared to today’s seven to eight-hour journey.

DID YOU KNOW THAT MALMÖ...

• ranks 7 in EU – Inhabitants most satisfied with their lives. (EU Eurobarometer 2015)
• ranks in the top three greenest cities in the world. (Green Uptown Magazine 2013)
• is the second city in European entrepreneurial rankings. (European Cities)

SKÅNE’S RETAIL INDUSTRY IS GROWING

• Purchasing power is increasing in Skåne – the total wage sum has increased by 14 per cent between 2013 and 2016.
• The retail sector is growing in Skåne. From 2013 to 2016 the number of employees in the sector increased by 2 per cent, or 750 people.
• Denmark, followed by Germany and then the UK are the top countries of origin for foreign travellers (by commercial guest nights).
• 20,600 vehicles cross the Öresund Bridge between Copenhagen and Malmö on average each day. Of which 18,400 are passenger cars, 1,330 trucks and 134 buses.

“Malmö city is really evolving now that the Triangeln shopping centre has been refurbished. The city is in full swing with its open-air restaurants, and several exciting new concepts have opened on the high street.”

-Vasa Kronan, Property owner Triangeln

**Source:** Statistic Sweden, HUI, Region Skåne
RETAIL PARK
AIRPORT

Malmö Region has something for everyone. From City malls, retail parks and award-winning shopping centres; glamour and service, offering unique experiences and a well-balanced environment.

1. **BURLÖV CENTRE**
   - Located in Arlöv in the north-eastern corner of Malmö, this shopping centre has 36,000 square meters of retail space. The 73 shops include Cubus, De Beers, Lindt, MO, Ten, FilA, Gina Tricot, Rusta, Elgiganten, Stadium, H&M, Ecco and Clas Ohlson.
   - Owner: Gruvsevred Fonden
   - No of tenants: 73
   - Turnover: mSEK N/A GLA: 42,000 sq m

2. **EMPIRIA**
   - Emporia is the leading shopping centre in Scandinavia. It has an international atmosphere, a full range of stores, and a well-developed service concept. It is a combination of shopping, food, art and design spread over three floors. Located in Malmö’s most rapidly expanding district, Hyllie in the centre of the Öresund region, Emporia is easily accessible thanks to the Hylle train station next door. There is a unique rooftop park that is open to the public. As well as being a magnificent viewpoint, the park is a major part of Emporia’s environmental strategy. Emporia was named the best-looking shopping centre in the world at the World Architecture Festival in Singapore in 2013.
   - Owner: Sten & Ström
   - No of tenants: 189
   - Turnover: mSEK 2,562 GLA: 93,000 sq m

3. **GALLERIA BOULEVARD**
   - A modern, convenient urban shopping centre which has space for 700,000 visitors and includes restaurants, cafés and a cinema.
   - Owner: Sten & Ström
   - No of tenants: 72
   - Turnover: mSEK N/A GLA: N/A sq m

4. **GALLERIA CENTRE SYD**
   - Galleria Centre Syd is located near the Jagersro racetrack and has a wide range of shops offering something for all ages. Here you will find everything from clothes, shoes, jewellery and electronics to everyday products in a family-friendly environment with generous opening hours and parking spaces. Jägersro Centre is also easily accessible by bus.
   - Owner: Atrium Fastigheter
   - No of tenants: 44
   - Turnover: mSEK N/A GLA: N/A sq m

5. **HANSA**
   - Hansa is Malmö’s luxury city gallery with shopping, fashion, food, drinks and much more in the middle of Malmö city. Retailers include most of the major brands, shoppers are looking for, classics and newcomers alike. There are also several concepts unique to the region. With Chanel, COS, & Other Stories, Weekday, Monki, Odd Molly, Hope and Spirit Stores and a host of other exciting stores. There are also Systembolaget, CA, cafés and restaurants.
   - Owner: Atenex Fastigheter
   - No of tenants: 20
   - Turnover: mSEK 648 GLA: 27,160 sq m

6. **JÄGERSRO CENTRE**
   - Jägersro Centre is located near the Jägersro racetrack and has a wide range of shops offering something for all ages. Here you will find everything from clothes, shoes, jewellery and electronics to everyday products in a family-friendly environment with generous opening hours and parking spaces.
   - Owner: CBRE Global Investors Nordic
   - No of tenants: 32
   - Turnover: mSEK 848 GLA: 27,160 sq m

7. **KV. CAROLI**
   - Kv. Caroli is strategically situated in the Old town close to Malmö Central Station and Malmö City. Kv. Caroli has a unique atmosphere and offers a well-balanced mix of fashion, food, service and leisure. Personal, innovative and exciting cafés, bistros and restaurants add to the mix of languishing consumers.
   - Owner: A Group of Retail Assets Swedish AB
   - No of tenants: 27
   - Turnover: mSEK N/A GLA: N/A sq m

8. **ÉNTRÉ**
   - Entré is located at the north entrance of Malmö. Built in 2009, it has 55,000 square metres of retail space and 905 parking spots. In the future, it will house 108 stores, as well as bowling, restaurants and a cinema.
   - Owner: Triaren
   - No of tenants: 18
   - Turnover: mSEK N/A GLA: 55,000 sq m

9. **MOBILIA**
   - This is one of Malmö’s most comprehensive and accessible shopping centres. With 111 shops and 2,000 parking spaces, it has a genuine atmosphere in which a strong Malmö tradition has evolved since the late 1980s. The centre expanded in 2013, and the surrounding area is accorded strong priority in the development plans. Retailers include Best of Brands, Clas Ohlsson and Ahlins.
   - Owner: Ahlins Lyonberg
   - No of tenants: 140
   - Turnover: mSEK 1,819 GLA: 52,000 sq m

10. **NOVA LUND**
    - Since its opening in 2002 in the western part of the university town of Lund, Nova Lund has become a popular shopping destination for the entire Skåne region. An additional 6,000 square metres were added in 2006. Its 81 shops centre on fashion and include Esprit, H&M, Odd Molly, Jack & Jones, Dressedmann and Vero Moda.
    - Owner: IF Real Estate
    - No of tenants: 83
    - Turnover: mSEK N/A GLA: N/A sq m

11. **THE SVÅGETORP RETAIL PARK**
    - This retail park is in close proximity to the Öresund Bridge and offers free parking. At the Svågetorp retail park you will find a large selection of shops catering to needs in home construction, interior design, sporting goods and gardening. For example: Iva, Bauhaus, StiftSF, Kravalla, Elgiganten and Stadium. IKEA has a new 44,000 square metre department store in the area, the largest IKEA store in the world.
    - Owner: IKEA Fastigheter
    - No of tenants: 49
    - Turnover: mSEK N/A GLA: N/A sq m

12. **TRIANGLEN**
    - The most central shopping centre in Malmö city, inaugurated in 1989 and rebuilt and expanded from 25,000 sq m to 35,000 sq m. After more than 25 years, Triangeln is still the largest marketplace in Malmö city centre, drawing 6 million visitors every year. It features a wide variety of shopping, with 120 shops, restaurants, cafés and other services, including H&M, VILA, Clas Ohlson, Joe & The Juice, Repeal and Volt.
    - Owner: Vasakronan
    - No of tenants: 120
    - Turnover: mSEK 1,040 GLA: 35,000 sq m

13. **VÄLA**
    - With its 209 shops located outside Helsingborg, Väla brings you world-class shopping. Here shoppers will find both international chains and trendy local stores: Zara, Hugo Boss, Dassual, New Yorker, Filippa K, Gi-Stat, Mango, J. Lindeberg and many more. Väla Centre won the NCSC Nordic award for Best Nordic Shopping Centre 2013. Väla continues to develop the shopping park.
    - Owner: Skandinaviska Fastigheter
    - No of tenants: 200
    - Turnover: mSEK 3,750 GLA: 100,000 sq m

14. **C4 SHOPPING – KRISTIANSTAD**
    - C4 Shopping had its Grand Opening in September 2018. Every year, about 3 million people drive through the C4, which makes the shopping centre a perfect place for business. C4 will open with 60,000 square metres, 2,400 parking spaces, and 100 retail spaces.
    - Owner: Sisucommercial
    - No of tenants: 94
    - Turnover: mSEK N/A GLA: 60,400 sq m

Source: Property owners/Fastighetsvärlden magazine

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**SHOPPING DESTINATIONS IN THE Malmö REGION**

From City malls, retail parks and award-winning shopping centres; Malmö Region has something for everyone.

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**Table:**

<table>
<thead>
<tr>
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<td>94</td>
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<td>60,400 sq m</td>
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MALMÖ CITY CENTRE
KEY RETAIL AREAS

Malmo offers a large selection of designer boutiques and young, trendy fashion. Commercial pedestrian areas stretch from Stortorget along Södergatan, Skomakargatan and Baltzargatan, past Gustav Adolfs Torg and Södertull, and further down Södra Förstadsgatan to Triangeln and Möllevången. Most of the shopping districts are pedestrian only, and within walking distance.

1 CITY CENTRE Malmö Central Station is Sweden’s third largest station with over 45,000 travellers passing through each day. Since the Citytunnel opened in 2010, the station has gone through a major renovation, combining new modern architecture with historic buildings such as Kungalängan, the one-time waiting lounge for the king in the 19th century. At Malmö Central Station you will find a mix of shops selling books, magazines and flowers, as well as a wide range of nice restaurants and coffee shops with flavours from all over the world.

Södergatan is one of the city’s oldest streets – with a rich tapestry and a heavy flow of people. Construction along the street dates from many different times, from the Flensburg House (1596) to Baltzar City (opened in 2000). Baltzar City is part of Malmö’s most exclusive string of boutiques, and the beautiful glass façade makes for a spectacular contrast to the surrounding turn-of-the-20th-century houses. Shops on Södergatan include Zara, Mulberry, Eton, Peak Performance, Filippa K and Bata.com. Södergatan is also home to Ahlens City, one of Sweden’s leading department store chains.

Baltzargatan and Skomakargatan form one of Malmö’s most exclusive shopping streets. At the intersection where Baltzar City meets Södergatan and becomes Skomakargatan, shoppers find high-end boutiques such as Malene Birger, Lacoste, Hiltl, Neopress, Gagliard and Myrina. On Baltzargatan you’ll find excellent coffee at the very popular Lilla Kafferosteriet in a beautiful 17th century building.

The Form/Design Centre is located in Hedmanska Gården at Lilla Torg. Here you will find the best in Scandinavian design and local crafts. Lilla Torg is a large outdoor area that is home to several of Malmö’s best-known restaurants and clubs. Lilla Torg is one of Malmö’s busiest locations, no matter the season. Next to Lilla Torg you will find Bastard, one of Malmö’s most popular restaurants.

2 MÖLLAN is Malmö’s most colourful neighbourhood with lively markets, shops and restaurants from around the world. There are 177 countries represented in Malmö, and they all come together in Möllevångstorget. When it comes to restaurants, you will find virtually the whole world represented here! Close to Möllevångstorget is also Malmö Chocolatefabrik/Chocolate factory, Malmö Chocolate Museum and microbrewery Malmö Bryghus, all showcasing proud traditions from Malmö’s past.

3 TRIANGELN Södra Förstadsgatan is a popular pedestrian shopping street that stretches from Davidshällskyrkobrink to Triangeln. Here you’ll find Design Torget, Grandpa, Levis, Björn Borg, AB Småland and Benetton. Over the last few years, many new restaurants, cafés and shops have popped up in the area around Davidshällskyrkobrink. Most of the stores cater to a young and trend-conscious audience, but you can still find everything from boutiques with custom designs to vintage shops. Find your favourite designer at Tjallamalla, Gry, Ancesci or Liebling.

On the sunny side of the canal at Södertull there is a new dining area with restaurants like Texas Longhorn, Condeco, Våbäck and TUGS Burgers.
RETAIL DEVELOPMENT IN THE MÄLÖM REGION

There are several new urban and retail developments underway in Malmö and the surrounding region. The region is growing, while existing premises are renovating and expanding as a result of increasing innovation, investment and residents.

H + AND OCEAN HARBOUR – HELSINGBORG

H + is the largest urban renewal project in Helsingborg in modern times. The project will include 1 million square metres of old harbour and industrial sites. Expected completion is in 2035 which will make room for some 5,000 homes, office space, schools, retail and restaurants and meeting places. Oceanhamnen is the first stage of H +, with a direct connection to the central station via a pedestrian and cycling bridge. The area will include a residential area with about 340 residential units as well as a new business district that will provide space for 32,000 square metres of business premises and retail space. Project time expected 2017–2020.

SÖDERPUNKTEN / SÖDER GLÖDER – HELSINGBORG

In central Helsingborg, Skanska is renovating and expanding the mall Söderpunkten on behalf of the property company Jefast. Söderpunkten will be a modern shopping and entertainment centre of 12,000 square metres with restaurants, cafes, shops and one of the most modern cinemas in the Nordic region. The entire interior will be renovated and on top of the mall’s parking deck there will be a cinema with seven screens.

The mall is marketed under the designation “Söder Glöder” and will be a natural meeting point for all living and working nearby. In conjunction with Helsingborg’s new meeting place, Skanska will also build a 20-storey high building with offices and approximately 80 residential units. The mall will be completed in 2018 with tenants moving into the apartments in 2020.

C4 SHOPPING – KRISTIANSTAD

C4 Shopping is planned to open in stages with the grand opening in September 2018. Located in Kristianstad, a city with strong commercial traditions, the new shopping centre is in the centre of a region with 300,000 inhabitants. Every year, about 3 million people drive through the C4, which makes the shopping centre a perfect place for business. With its 70,000 square metres, 2,400 parking spaces, and 100 retail spaces it will be a commercial centre attracting visitors from Eastern Skåne, Western Blekinge and Southern Småland. It is situated in the green surroundings of the castle of Hammarshus, where King Christian IV of Denmark founded the city in 1614.

MALMÖ

“I love this city and that is why I have invested heavily in it, with a total of three new hotels in the coming years. Malmö has incredible potential with its pioneering spirit and diversity and I have decided to be part of the city’s growth.”

– Petter A Stordalen, owner of Nordic Choice Hotels in Sydsvenskan

DID YOU KNOW THAT...

...in 2014, Malmö won two important prizes at MIPIM, one of the world’s largest real estate fairs – Emporia for Best Shopping Centre and Max IV for Best Future Project.
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.
SWEDEN IS A THRIVING MARKET THAT SHOULD BE LOOKED INTO.

BRINGING BUSINESS TO SWEDEN FOR SHORT PERIODS CANNOT DERIVE FULL GROWTH AND RISING DISPOSABLE INCOMES. OVERALL, RETAIL SALES HAVE INCREASED BY 61 PER CENT SINCE 2000, AND ACCORDING TO THE SWEDISH TRADE FEDERATION, RETAIL SALES ARE EXPECTED TO GROW BY 30 PER CENT BY 2020.

BUSINESS FRIENDLY SWEDEN IS KNOWN FOR ITS NON-HEIRARCHICAL 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 OTHER LANGUAGES AS WELL.

COLLECTIVE AGREEMENTS SWEDEN HAS A TRADITION OF MUTUAL RESPECT AND COOPERATION BETWEEN COMPANIES AND THEIR EMPLOYEES. LABOUR RELATIONS BETWEEN EMPLOYERS AND TRADE UNIONS ARE CONSTRUCTIVE. INDUSTRIAL DISPUTES AND CONFLICTS ARE RARE. EMPLOYERS OR EMPLOYERS’ ORGANISATIONS HOLD DISCUSSIONS WITH THE UNIONS ABOUT COLLECTIVE AGREEMENTS FOR EMPLOYEES. THESE REGULATE WAGES AND EMPLOYMENT CONDITIONS. ABOUT 90 PER CENT OF EMPLOYEES IN SWEDEN ARE PROTECTED BY COLLECTIVE AGREEMENTS. EMPLOYERS IN THE RETAIL INDUSTRY ARE AUTOMATICALLY ENTERED INTO COLLECTIVE AGREEMENTS WHEN THEY JOIN THE SWEDISH TRADE FEDERATION.


LOW CORPORATE TAX SWEDEN IS KNOWN FOR ITS MOST COMPETITIVE CORPORATE TAX STRUCTURE, TRANSPARENT, EFFICIENT AND DESIGNED TO MEET THE NEEDS OF INTERNATIONAL INVESTORS. AT 23 PER CENT, CORPORATE TAX IS LOW BY INTERNATIONAL STANDARDS, 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.

MORE CENTRAL THAN YOU MIGHT THINK BY PLANE, TRAIN, BUS, TRUCK OR CAR, SWEDEN FALLS WITHIN A COMFORTABLE DISTANCE OF MANY EUROPEAN DESTINATIONS. FLIGHTS FROM SWEDEN REACH THE REST OF EUROPE WITHIN TWO HOURS AND MAJOR ASIAN MARKETS AND THE USA IN ABOUT 15 HRS. TRUCKS, CARRYING GOODS FROM DENMARK, NORWAY AND FINLAND CAN REACH BEYOND 12 HRS. ESTONIA, LATVIA, LITHUANIA AND WESTERN RUSSIA IN 24. SWEDEN RANKS AT THE TOP AS THE MOST TRADE-FRIENDLY AND LOGISTICALLY EFFICIENT NATION IN THE WORLD, MOVING GOODS AND CONNECTING MANUFACTURERS AND CONSUMERS WITH INTERNATIONAL MARKETS. SWEDEN IS ALSO THE PREFERRED CHOICE WHEN CONSOLIDATING DISTRIBUTION AND WAREHOUSING ACTIVITIES IN NORTHERN EUROPE.

QUALITY OF LIFE THE HUMAN DEVELOPMENT REPORT 2016 FROM THE UNITED NATIONS RANKS SWEDEN AS THE WORLD’S 14TH BEST COUNTRY TO LIVE IN. THE REPORT’S HUMAN DEVELOPMENT INDEX COMPARES LIVING CONDITIONS IN THE WORLDS NATIONS AND DERIVES RANKINGS BASED ON A WIDE RANGE OF PARAMETERS, INCLUDING LIFE EXPECTANCY, EDUCATION ENROLMENT LEVELS, ADULT LITERACY AND ECONOMIC OUTPUT.

RENTAL 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 TYPICALLY CONSTRUCTED AS A MINIMUM BASE RENT WITH A TURNOVER ELEMENT IF THE SALES EXCEED THE BASE RENT. A HIGH-Quality STANDARD PERTAINS TO COMMERCIAL PREMISES AND LEASE 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 EXTERIOR RENTAL CONDITIONS.

NET JUST “LAGOM” THE WORD “LAGOM” CAN BE APPLIED TO MANY THINGS – SUGAR IN COFFEE, BEHAVIOUR, HAVING A JOB, THE SIZE OF YOUR HOUSE, DRINKING. IT MEANS “JUST RIGHT,” “EVERYTHING IN MODERATION” AND “DON’T GET TOO FAR FROM YOUR BOOKS” AS IT IS ROLLED INTO ONE WORD: SWEDISH BUSINESSPEOPLE CONSIDER THEMSELVES “LAGOM.” HOWEVER, THE SWEDISH WAY SEEMS TO BE AMERICANIZED IN THE USA. SWEDEN CONSIDERS THEMSELVES AN INNOVATIVE AND CREATIVE NATION, AND IT IS THE SWEDISH COMPANY AFTER THE OTHERS POP UP ON THE GLOBAL MARKET.

OPENING HOURS REGULAR OPENING HOURS AT MOST SHOPS ARE 10 A.M. TO 7 P.M. ON WEEKDAYS. SHOPPING CENTRES AND DEPARTMENT STORES ARE OPEN 10 A.M. TO 7 P.M. DEPARTMENT STORES REMAIN OPEN UNTIL 7 P.M. OR LONGER. RETAILERS ARE FREE TO SET THEIR OWN OPENING HOURS, AS LONG AS THEY DO NOT CONFICT WITH THE LAW.

PAYMENTS ON TIME ACCORDING TO THE CONSUMER’S EUROPEAN PAYMENT INDEX, SWEDEN IS A COUNTRY WHERE COMPANIES CAN EXPECT TO GET PAID ON TIME FOR THEIR SERVICES. THE AVERAGE PAYMENT TIMES IN SWEDEN ARE 26 DAYS FOR B2C AND 35 DAYS FOR B2B, COMPARED TO THE EUROPEAN AVERAGE OF 38 DAYS FOR B2C AND 49 DAYS FOR B2B.

LOW SALARY COSTS THE MEDIAN MONTHLY SALARY FOR A FULL-TIME SALES CLERK IN RETAIL IS 24,800 SEK EXCLUDING SOCIAL FEES. THERE IS NO STATUTORY MINIMUM WAGE IN SWEDEN; THE TRADE UNIONS NEGOTIATE A MINIMUM MONTHLY AND HOURS WAGE, DEPENDING ON AGE AND EXPERIENCE, IN THE COLLECTIVE AGREEMENT (SEE ABOVE).
ESTABLISHMENT FACTS

Setting up operations in Sweden is easy and cost efficient.

WAY OF ENTERING THE MARKET
The most common way to enter the Swedish retail market is through direct ownership. Franchising and entering via shops-in-shops or testing the market through temporary pop-up stores are other ways. The Swedish franchise market is not as developed as that in other European countries. It can be difficult to find financial partners and master franchisees to invest in new international brands.

FAVOURABLE RENTAL CONDITIONS
There are no restrictions on foreign companies either buying or renting property in Sweden. The Swedish lease structure is more orientated toward tenant than landlord. Security of tenancy is strong and the tenant has the right to renew at lease end. Standard lease terms are 3–5 years for shopping centres and high street units. Longer terms, usually 7–10 years, apply at retail parks and for anchor tenants. Rents are normally constructed as a minimum base rent with a turnover element if sales exceed the base rent. Rents are indexed annually to the trend in 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 per cent of sales.

OPENING HOURS
Companies are free to set their own opening hours, as long as this is not in conflict with the lease. It is common for the retail trade in a given city to reach an accord on opening hours. Typical opening hours for high streets are 10:00 a.m. - 7:00 p.m. Mon-Fri, 10:00 a.m. - 5:00 p.m. Sat, 11:00 a.m. - 4:00 p.m. Sun. For shopping malls opening hours are longer, until 8:00 p.m./9:00 p.m. weekdays and 5:00 p.m./6:00 p.m. weekends. For grocery stores opening hours are longer.

SALARY COSTS
The average salary for a full-time sales clerk in retail ranges from 20,000 to 25,000 SEK, excluding social fees. Typically, salary costs for a fashion store amount to 17–19 per cent 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 a minimum monthly and hourly wage, depending on age and experience, in the collective agreement.

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 red tape. 85 per cent of the population speaks English.

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

RETAIL RENTS 2018
SEK THOUSAND PER SQ M PA

<table>
<thead>
<tr>
<th>City</th>
<th>Luxury District</th>
<th>Best Mass Market Street</th>
<th>Prime Shopping Centre</th>
<th>Retail Parks</th>
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<tr>
<td>Stockholm</td>
<td>15'–22’</td>
<td>10’–23’</td>
<td>8’–12’</td>
<td>1.5’–2.0’</td>
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<tr>
<td>Gothenburg</td>
<td>13’–15’</td>
<td>8’–14’</td>
<td>5’–7’</td>
<td>1.3’–1.8’</td>
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<tr>
<td>Malmö</td>
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<td>4’–5.5’</td>
<td>4’–5.5’</td>
<td>1.2’–1.4’</td>
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Source: CBRE, 2018

Photo: Peter Mattsson, Vasakronan
CONTACT INFORMATION

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 into Sweden.

INVESTMENT ORGANISATIONS

BUSINESS SWEDEN is the official trade and investment council, assisting 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.investstockholm.com

STOCKHOLM CITY CENTRE PARTNERSHIP (City: Samverkan) is a non-profit membership organisation that initiates, manages and executes city centre projects in collaboration with local authorities, property owners and various city stakeholders. Together we strive for the best possible Stockholm City centre experience.

www.citysomverkan.se

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, tailored data/analysis and contacts facilitating the establishment and expansion of businesses in greater Gothenburg.

www.investingothemborg.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

PROPERTY OWNERS

AMF FASTIGHETER is one of Sweden’s largest property companies. By developing and managing our offices, retail properties and the surrounding neighbourhoods, we are contributing to the creation of vibrant and attractive cities. AMF Fastigheter is a subsidiary of the pension company AMF.

www.amffastigheter.se

HUFVUDSTADEN provides office and retailing premises in prime locations in Stockholm and Gothenburg. The Company was founded in 1915 and is today one of Sweden’s largest listed property companies and one of the strongest brands in the country in the property sector. The Company represents quality and long-term thinking in the management and development of the properties in the most attractive market places such as Nordiska Kompaniet, Bibliotekstan, Fredstan, Fenman and Nordstan.

www.hufvudstad.com

VASAKRONAN is the leading commercial property company in Sweden. Our strategy is to focus on retail premises and centrally located offices in Sweden’s major growth regions: Stockholm, Uppsala, Gothenburg, Malmö and Lund. We believe wholeheartedly in city shopping, and with 314,000 sq.m. of retail space, we are the largest retail asset manager in Sweden with our attractive offering of prime city retail premises.

www.vasakronan.se

INDUSTRY ORGANISATIONS

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.fastighetsorganisation.se/stockholm

CONSULTANTS

CBRE is the largest full-service real estate services firm in the world. Operating across the globe, the firm holds a leadership position in the clear majority of the world’s key business centres. The firm has approximately 80,000 employees, of whom 250 are based in Sweden. CBRE have offices in Stockholm, Gothenburg and Malmö.

www.cbre.se

GATE46 has a passion for retail and the entire premises value chain. We increase your profits and strengthen your brand. We offer Retail Management, Analysis & Strategy, Lease & Contract Negotiation, Establishment, Liquidation, Rental Law, Contract Management and Concept Development. Gate46 works throughout the Nordics and has a global real estate network.

www.gate46.se

WISTRAND ADVOKTABYRÅ has one of Sweden’s leading full-service real estate practices. The 35-strong team of lawyers advises Swedish and international clients on all legal aspects of real estate, ranging from domestic and cross-border transactions, retail property and other related specialist areas such as tax, finance and environment. The firm is recognized as a market leader in transactions, retail property and other project developments and the law of commercial leases.

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Swedish krona, SEK = $ 0.117 and € 0.098 (average Q1–Q3 2018)