2019/2020

Retail Guide SWEDEN

STOCKHOLM | GOTHENBURG | MALMÖ

Photo: Tina Stafrén / imagebank.sweden.se

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 2019/2020

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Stockholm
Photo: Tove Freij / mediabank.visitstockholm.com

SWEDEN STANDS OUT

International companies are attracted to Sweden for numerous reasons. The country is a global leader in innovation with a highly skilled labor force, hungry consumers, smooth business procedures and an openness to international ownership.

Sweden stands out and outperforms the rest of Europe in many key areas, such as in terms of economy and competitiveness. Equally importantly, it is a nation of high-income earners who devote a large share of their spending on retail and food & beverages. Swedes are also recognized as widely traveled trendsetters who are innately curious about new international brands and products. And since their purchasing power is amongst the highest in Europe, they have ever-increasing means to satisfy that curiosity. Many international brands, both new and established, have already recognized that 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 collaboration with the national investment council Business Sweden and the regional investment promotion agencies of Stockholm, Gothenburg and Malmö. Among the partners are 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.

REASONS TO TAKE A CLOSER LOOK AT SWEDEN:

- *Top performing economy in Europe.*
- *Biggest population and largest market in the Nordic region.*
- *Population growth and a rising GDP.*
- *Strong retail sales growth for 22 consecutive years.*
- *Wealthy and well-educated consumers with the best non-native English skills in the world.*
- *A large middle-class segment with high spending power.*
- *Strong appetite for new international retail brands.*
- *Trend-sensitive consumers and early adopters who love to try out new products.*
- *Frontrunner in adopting new technologies and a world leader in sustainability and green technology.*
- *Well established test-bed market.*
- *Availability of attractive retail space.*
- *A well-connected international hub and a smart logistical choice.*
- *Transparent market and easy-to-do business.*

DID YOU KNOW THAT...

- ***A majority of the global companies that have established operations in the Nordic region have chosen to locate their regional headquarters in Sweden.***
- ***Sweden is the 2019 EU innovation leader and the birthplace of innovative startups such as Spotify, Skype and Klarna.***
- ***The country is also home to some of the most respected and well-known brands in the world; including IKEA, H&M, Volvo and Ericsson.***
- ***The international apparel brand Uniqlo chose Stockholm as its first location in the Nordics, arguing that Sweden is one of the most advanced countries in the world and the most important test market of all for Uniqlo.***

THE NORDICS – OUTPERFORMING EUROPE

Sweden is the world's most reputable country and the country has become synonymous with hospitality. Rising from fourth to second place in Forbes "The Best Countries for Business 2019" is evidence of that. Sweden is the largest market in the Nordics and together the Nordic countries – Sweden, Denmark, Norway, Finland and Iceland, as well as their autonomous regions – make up the 12th largest economy in the world.

THE NORDICS
- WELL-EQUIPPED FOR THE GLOBAL ECONOMY

Four of the Nordic countries – Sweden, Denmark, Norway and Finland - are not simply a group of countries with a combined population of 27 million people. These four countries are also more competitive than most other countries in the world when it comes to economic growth, stable business environments and thriving living conditions.

ECONOMIC GROWTH

The Nordic markets, and especially Sweden with twice the population of any of the other Nordic countries, have shown strong development in recent years. Being amongst the least-populated areas in Europe, while having both an increasing population and rising GDP, indicates great potential for continued economic growth. Of all the Nordic countries, Sweden has the largest market, producing a combination of stability and growth potential, due to conditions of low sovereign debt, transparent economics and a well-consolidated banking system.

STABLE BUSINESS ENVIRONMENTS

All Nordic countries have a GDP above the European average, yet prices are not as high, indicating stable business environments. While Norway stands out, with a slightly higher GDP, largely due to its abundance of oil, it is also the most expensive Nordic country to live in. Conversely, the Norwegians flock to Sweden to shop. Sweden on the other hand scores the highest in Eurostat's retail turnover index, an indicator for domestic demand. As a part of the EU, Sweden also offers a smart entry point to the greater European market.

THRIVING LIVING CONDITIONS

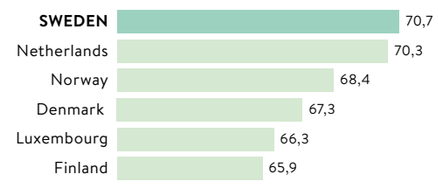
Most Swedes live in urban areas where, from an international perspective, the purchasing power is high. Swedes also have the best non-native English skills in the world, making these urban areas of growing interest among international companies, workers and students. This development is enhanced by thriving living conditions, such as high-quality free education and free health care, as well as the most generous parental leave in the world, with 480 days of paid parental leave.

Sweden: The world's most reputable country

(Source: Country Reptrak® Index, 2019)

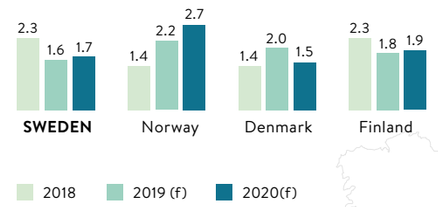
Forbes Magazine ranked Sweden second in "The Best Countries for Business, 2019"

RANKING OF EUROPEAN COUNTRIES BY ENGLISH SKILLS



Source: EF English Proficiency Index, 2018

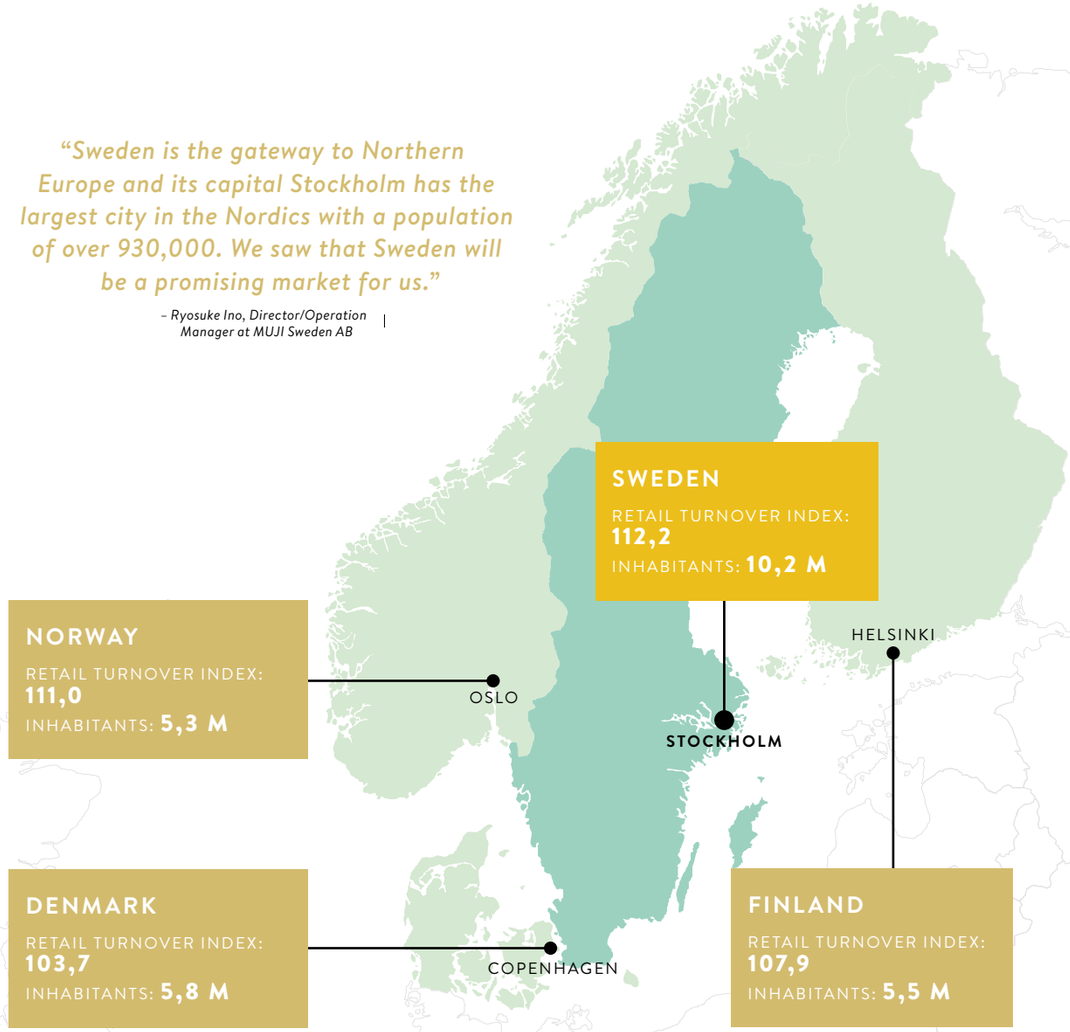
GDP DEVELOPMENT AND FORECAST



Source: National Institute of Economic Research

"Sweden is the gateway to Northern Europe and its capital Stockholm has the largest city in the Nordics with a population of over 930,000. We saw that Sweden will be a promising market for us."

– Ryosuke Ino, Director/Operation Manager at MUJI Sweden AB



Source: Eurostat, 2019 (Index = 2015).

PRICE LEVELS VS. GDP PER CAPITA EUROPEAN RANKING (INDEX 2018)

EU28=100	Price level	GDP per capita
Iceland	164	133
Switzerland	159	157
Norway	155	150
Luxembourg	142	254
Denmark	138	126
Ireland	129	187
SWEDEN	**127**	**121**
Finland	123	110
UK	118	104
Netherlands	115	129
Austria	114	127
Belgium	113	115

Source: Eurostat, 2019

PURCHASING POWER PER CAPITA
NORDIC CAPITALS, 2018

	Purchasing power, index gross	Price level, incl rent	Earning level, index gross	City rank out of 77 cities
STOCKHOLM	**96,4**	**79,8**	**85,8**	**22**
Oslo	93,4	96,9	100,6	27
Copenhagen	95,5	94,4	101,3	30
Helsinki	82	84,1	75,2	31

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

SWEDEN AT A GLANCE

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

HIGHLY COMPETITIVE AND PROGRESSIVE NATION

The Swedish business community continues to demonstrate the ability to innovate, and with a combination of a collaborative environment and a highly skilled workforce, Sweden has become very competitive in an international setting. Sweden is the 2019 EU innovation leader, and the undeniable fact is that Sweden is home to some of the most respected and well-known brands in the world; including IKEA, Volvo, Electrolux, Ericsson, H&M, Skanska and Vattenfall. It is also the birthplace of innovative startups that have achieved global success, such as Spotify, Skype and Klarna.

ATTRACTIVE HEADQUARTERS AND ROOM FOR INVESTMENT

Sweden has the biggest population and the largest retail market of the Nordic countries. Being geographically in the center of the Nordic countries, Sweden is also notable for its strategic location. With the highest level of retail attractiveness, it is no surprise that international retailers continue to expand their business ventures, company headquarters and logistics centers to Sweden. Moreover, several sectors of the Swedish market, such as furniture & decorations and children's toys, remain somewhat unexplored by international actors, indicating that there is still room for investment.

GROWING POPULATION

Sweden's population is 10.2 million and the country has enjoyed steady population growth over the past 23 years, especially in urban areas, due to net immigration, increasing birth rates and lower mortality. The trend is only expected to continue and especially in the largest cities – Stockholm, Gothenburg and Malmö – where the majority of the population lives. Sweden is a multicultural country in which one in five people were born in a foreign country, resulting in a highly diverse population.

WEALTHY MIDDLE CLASS WITH ONE OF THE HIGHEST LEVELS OF PURCHASING POWER IN EUROPE

Disposable income and private consumption growth are stronger than in most other European countries. The progress of the economic standards of households continues to be favorable, and the real economic standard has increased by 60 percent since 1961. The difference between high and low-income households in Sweden is low, and together with a large middle-class segment with high spending power, retail opportunities are promising.

Among global companies that have established operations in the Nordic region with regional headquarters, about 64 percent have chosen to locate their regional headquarters in Sweden, 20 percent in Denmark and 8 and 9 percent in Norway and Finland respectively.

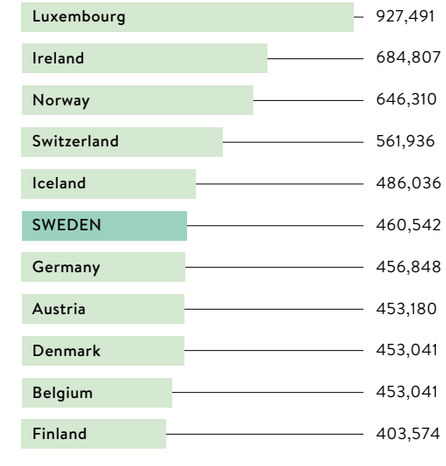
Source: "Global companies with offices in the Nordic region", Øresundsinstitutet, 2015

TOP 10 MOST COMPETITIVE WORLD ECONOMIES

1	USA
2	Singapore
3	Germany
4	Switzerland
5	Japan
6	Netherlands
7	Hong Kong SAR
8	UK
9	**SWEDEN**
10	Denmark

Source: The global competitiveness report/KNOEMA, 2018-2019

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



Source: KNOEMA, 2018

KEY FACTS SWEDEN

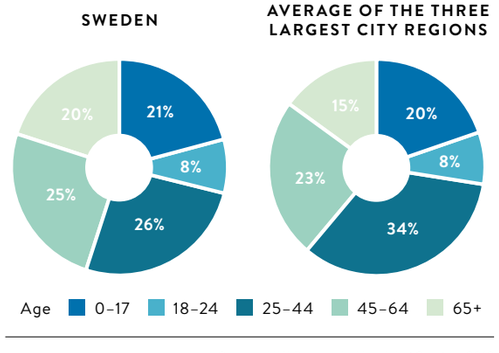
Population 2018	10,2 million
GDP Growth, 2018	2,3 %
GDP per capita 2018	471 000 SEK
Inflation rate 2018	2,2 %
Retail sales growth 2018	1,8 %
Retail sales growth 2019 (average Q1, Q2)	2,6 %
Unemployment rate	6,3 %
Disposable income per capita 2018	298 139 SEK
Total retail sales	786 bSEK
Retail sales per capita	77 000 SEK
Corporate tax rate	21 %
Swedish krona, SEK/EURO (average 2018)	10,2567
Swedish krona SEK/$ (average 2018)	8,6921

Source: OECD, Knoema, Statistics Sweden, Government Offices of Swedenn

SWEDEN'S LARGEST CITY REGIONS		Population 2018	Growth from 2017 (%)
1	Stockholm county	2,344,124	1,7 %
2	Gothenburg (greater region)	1,035,318	1,4% (city)
3	Malmö (greater region)	734,656	1,7% (city)
4	Uppsala	225,164	2,4 %
5	Linköping	161,034	1,6 %
6	Örebro	153,367	2,0 %
7	Västerås	152,078	1,3 %
8	Helsingborg	145,415	1,5 %
9	Norrköping	141,676	0,5 %
10	Jönköping	139,222	1,3 %

Source: HUI Research: Handeln i Sverige 2019, Statistics Sweden

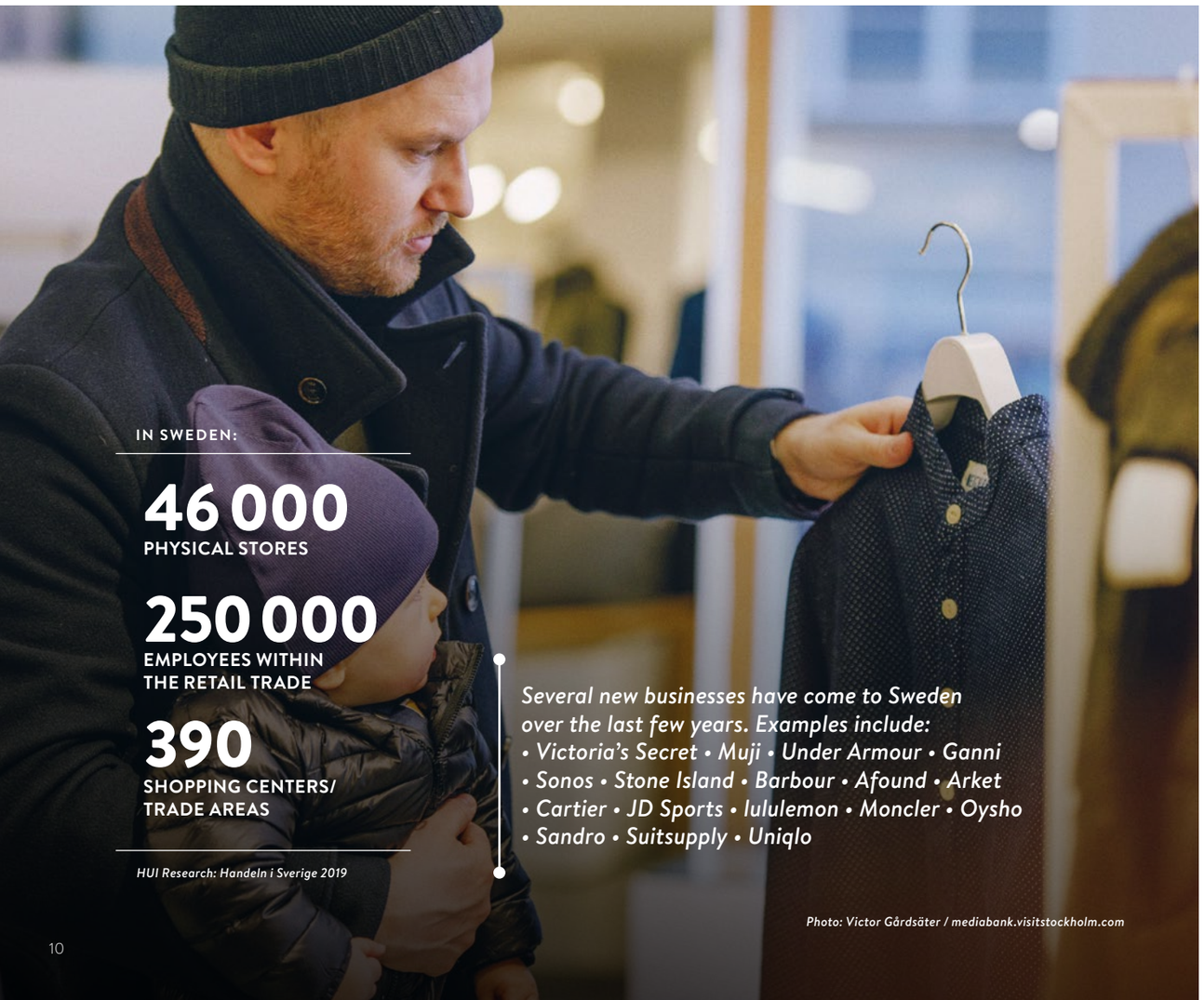
DEMOGRAPHY - AGE STRUCTURE, 2018 %



Source: HUI Research: Handeln i Sverige, 2019

Photo: Superstudio D&D / mediabank.goteborgco.se

The international shopping event Black Friday has become a well-established shopping day in Sweden, accounting for ***6,7 mSEK*** *during 2018, an increase of* ***27 percent*** *from the previous year.*



IN SWEDEN:

46 000
PHYSICAL STORES

250 000
EMPLOYEES WITHIN THE RETAIL TRADE

390
SHOPPING CENTERS/ TRADE AREAS

HUI Research: Handeln i Sverige 2019

Several new businesses have come to Sweden over the last few years. Examples include:
• Victoria's Secret • Muji • Under Armour • Ganni • Sonos • Stone Island • Barbour • Afound • Arket • Cartier • JD Sports • lululemon • Moncler • Oysho • Sandro • Suitsupply • Uniqlo

Photo: Victor Gårdsäter / mediabank.visitstockholm.com

THE SWEDISH RETAIL MARKET

An increasingly attractive market for expansion, forecasted to outperform other countries.

STRONG RETAIL SALES GROWTH IN SWEDEN
The Swedish retail market has enjoyed positive annual growth for 22 consecutive years, fueled both by steadily increasing population growth and rising disposable income. Growth in both private consumption and retail sales is stronger in Sweden than in almost any other European country.

OPPORTUNITIES FOR INTERNATIONAL RETAILERS
For international retailers seeking growth and diversification, the Swedish retail market is an increasingly attractive market for expansion. The Swedish marketplace has traditionally been dominated by domestic brands and by a small number of large chains, especially in the high-volume clothing, furniture and food retail segments. It has therefore remained relatively untapped by international retailers. Two examples of this are Swedish H&M, the second largest apparel retailer in the world, and IKEA, the world's largest furniture retailer. However, in recent years many international brands have entered the Swedish retail market and established a popular position among consumers. Popular international brands with several stores in Sweden include Zara, Lidl and Sephora. More recently, actors such as Uniqlo have opened in Sweden and are laying the foundations for further expansion.

22 CONSECUTIVE YEARS OF ANNUAL RETAIL SALES GROWTH.

786 bSEK RETAIL TURNOVER 2018 (E-COMMERCE AND PHYSICAL TRADE).

2,7% RETAIL SALES GROWTH DURING 2018 (21 bSEK).

1/3 OF TOTAL HOUSEHOLD EXPENDITURE IS SPENT ON RETAIL.

Source: HUI Research: Handeln i Sverige 2019, E-barometern PostNord 2019

RETAIL SALES AND GDP DEVELOPMENT

	2018	2019 (f)	2020 (f)	2021 (f)
GDP	2,4%	1,5%	1,3%	1,7%
Private consumption	1,2%	0,7%	1,3%	1,7%
Total retail trade	2,7%	2,5%	2,0%	-
Groceries	3,4%	3,5%	2,5%	-
Retail trade (excl groceries)	1,9%	2,0%	1,5%	-

GDP growth and private consumption in solid prices, retail trade in current prices
Source: SEB Nordic Outlook 2019, HUI Research 2019

EXCELLENT LOGISTIC HUB FOR NORTHERN EUROPE

Sweden is a well-connected international hub and a smart logistical choice. Early globalization of Swedish businesses created high demand for an efficient transport and communications system and Sweden's logistics sector has become one of the most capable in Europe. All major cities in Sweden, Denmark and Norway are accessible by road or transport from Sweden in less than 12 hours. This makes Sweden the preferred choice when companies consolidate distribution and warehousing activities in Northern Europe to one central location. Moreover, Sweden also ranks at the top of the most trade-friendly and logistically efficient nations in the world.

THRIVING E-COMMERCE IN SWEDEN

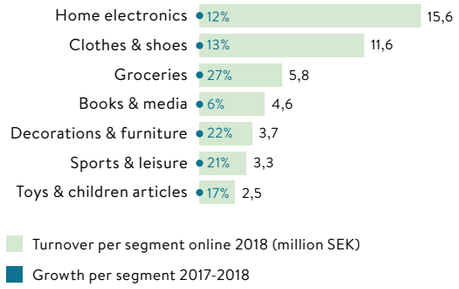
E-commerce is showing strong growth in Europe and as many as 270 million Europeans today say that they regularly shop online. In fact, Sweden has one of the highest rates of online shopping in the world. Growing e-commerce is creating an increasing interest in international brands amongst Swedish consumers and for example, when Swedes are asked to name their favorite online store, the German e-commerce chain Zalando ranks in third place. Great Britain, Germany, China, the US and Denmark top the list when consumers are choosing to shop from international sites to a greater extent.

A GROWING CONSUMER INTEREST FOR INTERNATIONAL BRANDS

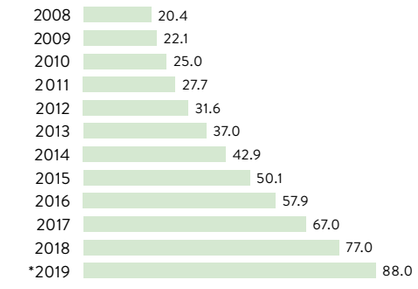
Despite the growing interest in foreign e-commerce stores in recent years, there is still room for more international actors within all e-commerce segments and some are still relatively untapped by international players, such as "beauty & health" and "books & media", see chart below.

One path to success in the Swedish retail market might begin with an online store, in order to better understand Swedish consumer behavior and which commodities Swedes are interested in. 51 percent of Swedish online consumers prefer a foreign webstore over a Swedish one, because they could not find the product they were looking for in Swedish e-commerce stores. This indicates that the market is still unsaturated and that there is a need for a wider Swedish retail selection.

E-COMMERCE SALES AND GROWTH PER SEGMENT

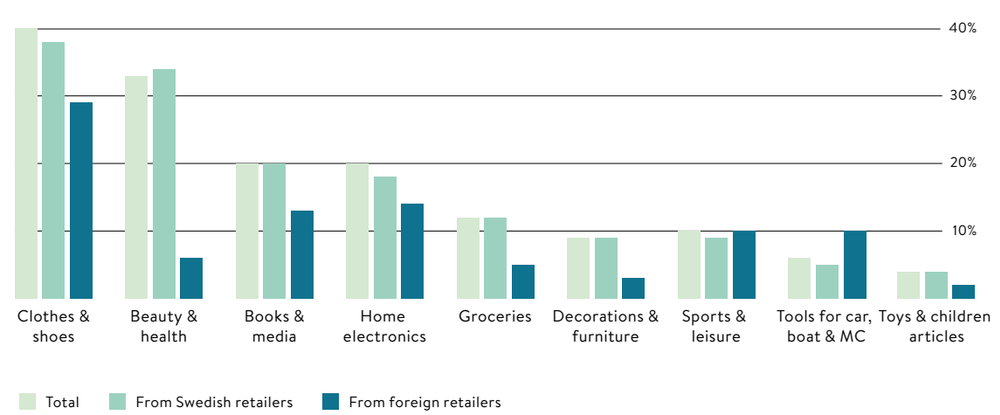


E-COMMERCE TURNOVER, BILLION SEK



*Source: E-barometern PostNord 2019, * = Forecast*

PERCENTAGE OF CONSUMERS THAT E-COMMERCE PER SEGMENT



Source: E-barometern PostNord, 2019, Q2.

TOP FIVE COUNTRIES ATTRACTING E-COMMERCE FROM SWEDISH CONSUMERS:

1 UK
2 Germany
3 China
4 USA
5 Denmark

E-barometern PostNord, 2019

70% OF SWEDISH CONSUMERS PURCHASE ONLINE AT LEAST ONCE PER MONTH

13 bSEK E-COMMERCE FROM FOREIGN COUNTRIES

E-barometern PostNord, 2019

2

RANKED NUMBER 2 IN THE WORLD LEADING LOGISTICS INFRASTRUCTURE INDEX (GLOBAL RANKING). ONLY GERMANY RANKED BETTER (2017-2018).

Photo: Tove Freiij / imagebank.sweden.se

Physical stores still have their place in Swedish consumers' hearts: Even though e-commerce is thriving, many Swedish consumers still prefer to buy things over a physical counter, and the successful investment of 6 bSEK ($657 mUSD) in the "Westfield Mall of Scandinavia" shopping destination just outside Stockholm is evidence of that.

"Ensuring consumer satisfaction, shortening lead times and providing a fashionable selection are essential elements moving forward. Therefore, we are investing in establishing a new 30,000 sqm fulfilment center near Stockholm"

- Kenneth Melchior, General Manager Northern Europe at Zalando

CONSUMERS IN SWEDEN

Curious trendsetters driven by progressive values and ideals, Swedish shoppers are known as open and forward-looking early adopters.

LOYAL EARLY ADOPTERS

Sweden is a progressive and forward-looking country, and consumption patterns reflect both individuality and equality. Swedes have a powerful thirst for the outside world and travel extensively, exposing themselves to many different cultures, and cultivating a taste for new brands as well as innovative restaurants and retail experiences. They are highly inclined to seek out and buy products, services and brands that provide something new to the market. Swedish consumers are trend-sensitive early adopters who love to try new products, and to test them against their own high standards. The tech-savvy Swedes are known not only for rapidly adopting new trends from abroad, but also for setting them. The cultural and creative industries are especially strong in Sweden, which is home to trailblazing companies such as Mojang (developer of the world-building Minecraft computer game), Spotify and a vibrant music and fashion scene – and consumers are quick to pick up on new movements.

Swedes are discerning in how they consume, valuing function and quality as much as design and branding in their purchasing decisions. At the same time, they are ardent and well-traveled shoppers who embrace new international brands and shopping concepts, especially ones they may have already encountered (and learned to love) on trips abroad.

Exhibiting a general willingness to pay a premium for well-known brands, Swedish consumers are likely to return to brands that they trust, preferring high-quality solutions over cheap or convenient options. Building trust among consumers is key to the Swedish market – and the good news is, once that trust is established, consumer loyalty tends to be strong and persistent. The openness of Swedes to the wider world paves the way for international brands to be embraced by consumers just as wholeheartedly as domestic ones.

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.

73% **OF SWEDISH CONSUMERS SAY THAT THEY ARE IMPACTED BY SUSTAINABILITY ISSUES WHEN PURCHASING GOODS OR SERVICES**

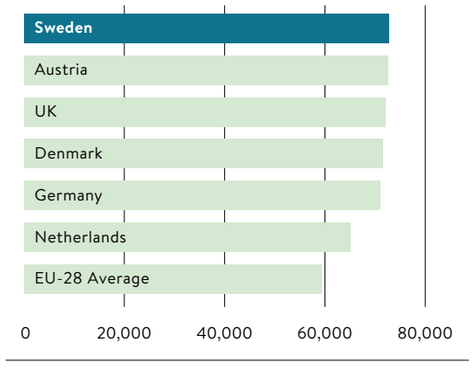
Source: Sustainable Brand Index 2018

NO.1

SWEDEN HAS THE HIGHEST SHARE OF ONLINE CUSTOMERS AGED 18-29 OF ALL THE NORDIC COUNTRIES

Source: E-Commerce in the Nordics, PostNord, 2019

RETAIL SPENDING PER CAPITA (NOMINAL), SEK



Source: CBRE, 2019

"We believe Swedish consumers want to have a clear conscience regarding the choices they make, including their daily purchases. They are well informed about sustainability and environmental impact and tend not to purchase a product just because it's 'organic' - how and why it is organic, and the quality of the product, needs to be clear."

– *Ryosuke Ino, Director/Operation Manager at MUJI Sweden AB*

Photo: Simon Paulin / imagebank.sweden.se

VALUE-DRIVEN CONSUMERS

Swedes are increasingly putting their money where their hearts are. They are highly informed consumers, expecting transparency and to know more about companies than perhaps ever before. This extends not only to the products themselves, but also to the overarching values of a company. Sweden is a highly individualized country, making consumption an important identity marker. As a result, Swedes pay great attention to, and prefer to buy from, brands that they feel reflect their values and lifestyles.

For companies, this means being open and honest about values and beliefs, and not being afraid to take a stand on social issues that matter. Committing to building a transparent brand is key to building consumer trust, engagement and loyalty, and is quickly becoming a business imperative. This is especially important in Sweden, which is a society shaped by a long tradition of openness. Brands that can provide an emotional benefit are likely to have the competitive edge, as Swedish consumers are incentivized by moral attachments to brands and products, generally not hesitating to pay more for those that are good for the environment.

"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."

– *U.S. Department of State, 2018*

Photo: Tove Freij / mediabank.visitstockholm.com

Photo: AMF

SUSTAINABILITY AS A DRIVING FORCE

Climate change is one of the single greatest issues engaging Swedish consumers, and they are increasingly expecting brands to commit actively to sustainable development. Consumers are placing higher demands than ever on companies not only when it comes to minimizing environmental impact, but also making a positive contribution. Though environmental responsibility is not new to Swedes, who have a long history of managing their landscape respectfully and with care, in the wake of Greta Thunberg's internationally recognized climate strike the issue has effectively been brought to the forefront.

The Swedish debate around climate change tends to highlight individual action and responsibility. This has resulted in many consumers, not least young consumer groups, increasingly reflecting upon their consumption and its environmental and social effects. However, this does not necessarily result in decreased consumption. In fact, Sweden has greater retail spending per capita than many other European countries. At the same time, the way consumers view their possessions is beginning to shift. There is a growing interest in brands that offer recycling, repairing and second-hand products.

The importance of ownership is being challenged by access-driven businesses that are shaking up established categories. The sharing-based economy is expanding, driven by changing consumer needs and attitudes, and there is a plethora of innovative startups following in the footsteps of pioneers such as Uber and Airbnb (examples include Qasa, focusing on private home leasing). Staying true to their propensity to rapidly adapt to new ways of life, Swedish consumers have proven quick to take sharing services to their hearts. This shift in consumer behavior can be effectively harnessed by traditional retail as well, and there are many examples of established brands launching selling, lending or re-selling services, often in partnership with sharing-oriented startups. A local example is the Swedish apparel brand Filippa K, which has its own second-hand stores. There is also a growing number of secondhand stores focusing on designer brands, such as Stockholm-based Arkivet, and services such as Sabina & Friends where consumers can rent designer clothing.

95 % OF SWEDES THINK THAT THE COUNTRY WILL BE AFFECTED BY CLIMATE CHANGE IN THE FUTURE

Source: Swedish Environmental Protection Agency, 2018

54 % OF SWEDISH E-COMMERCE CONSUMERS BELIEVE IT IS IMPORTANT TO BE ABLE TO SEE THE ENVIRONMENTAL IMPACT THE PRODUCT HAS, BOTH IN TERMS OF PRODUCTION AND DELIVERY.

Source: E-commerce in the Nordics, PostNord, 2019

"We Swedes like to feel safe and are looking for a safe consumption environment where we know that we are doing what's right. We are also curious, well-read and demand honesty and transparency in what we consume."

– *Ida Ström, Restaurant Manager & Sommelier, Fotografiska Museum Stockholm*

"On average, Swedish consumers have resources and purchasing power well above that of most other European consumers."

– *Santander Trade (Santander Bank)*

Photo: Mike Eriksson / mediabank.visitstockholm.com

CASE: SELLPY

Sellpy is a fast-growing startup that offers an online selling service and e-commerce for secondhand items such as clothing, toys and household items. Among the investors are the Swedish fashion empire H&M. During 2017, Sellpy doubled its turnover, and in 2018, it increased by 36 percent. With a clear focus on customer experience, the company has developed an AI-driven pricing model and offers a number of different delivery options, including home delivery. Sellpy is also moving into physical retail through collaborations with established actors. Among them is Swedish fashion brand Indiska – in 2019, Sellpy opened a temporary shop-in-shop in one of Indiska's Stockholm stores, selling vintage jeans. The concept was also launched online.

"With the current shift in fashion towards more sustainable business models, we see a huge opportunity for second hand in Sweden. Most consumers however are still driven more by convenience than sustainability in their purchase decisions, so it's going to be key to provide a great buying experience."

– *Gustav Wessman, CMO & Partner at Sellpy*

SHOPPING TOURISM

The Swedish economy is the largest in the Nordic region, and with increasing volumes of international visitors and record shopping expenditure, the Swedish retail and restaurant sector is looking promising.

SWEDEN IS GAINING ATTENTION

Sweden offers everything from killer fashion to five-star culinary experiences, contributing to a growing interest in Sweden from travelers around the world. This has also resulted in the entry of many international retailers. The fact that tourism is the fastest growing service industry sector 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. There is great demand for new products and services. This, coupled with the fact that Sweden is a progressive and trendsetting country with a good infrastructure, makes it an attractive expansion destination for international retailers.

Sweden also has excellent communications, with an increasing amount of direct and low-cost flights as well as a road and railway network with easy access to the rest of Europe. Several major ferry lines serve the countries around the Baltic Sea, making Sweden a popular cruise destination. This ensures continued accessibility and future inflows of visitors.

TOP COUNTRIES VISITING SWEDEN

	Overnight stays absolute numbers
Norway	3 491 585
Germany	3 090 680
Denmark	1 310 974
USA	873 262
UK	833 860
Netherlands	735 118
Finland	587 367
Switzerland	397 538
China	347 365
France	327 451

Source: Swedish Agency for Economic & Regional Growth/Statistics Sweden, 2019

"The significance of tourists on commerce in Sweden continues to grow"

– Mats Hedenström, business policy manager at Svensk Handel (Market magazine, February 2019).

65

MILLION

OVERNIGHT STAYS, OF WHICH 17.3 MILLION ARE FROM INTERNATIONAL VISITORS.

148

SEK BILLION

IN TOTAL CONSUMPTION FROM FOREIGN TOURISTS, AN INCREASE OF 12.5 PERCENT FROM LAST YEAR

189

SEK BILLION

IN TOTAL CONSUMPTION FROM DOMESTIC TOURISTS.

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

Photo: Kim Svensson / mediabank.goteborgco.se

INCREASE IN RESTAURANT TURNOVER SINCE 2008: BY 81 PERCENT IN STOCKHOLM, 63 PERCENT IN GOTHENBURG & 69 PERCENT IN MALMÖ

Source: Visita, 2018

Interesting new openings over the past few years:
• Jungle Juice Bar • Ciccio's • Ben & Jerry's
• Cinnabon • Eataly • Egon Restaurant
• Joe & the Juice • Lett • Lindt • Picard
• Wagamama • Holy Monkey • Misshumasshu
• L'Avventura • TUGG Burgers • Holy Greens

Photo: Tina Stafrén / imagebank.sweden.se

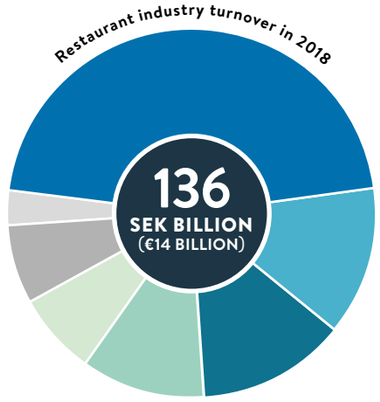
FOODIE NATION

The restaurant and food segments in Sweden offer high potential in terms of purchasing power, consumer interest, as well as favorable conditions for foreign companies to establish themselves. People living in Sweden are distinct for their great interest in eating out, compared to other countries in the Nordics, as well as for their appreciation for healthy food concepts. This has helped Sweden to emerge as a foodie nation, and with its modern food scene and world-recognized Swedish chefs, it has transformed itself into one of Europe's haute cuisine spots.

SWEDES LOVE TO EAT OUT

While it is not necessarily always cheap to eat out in Sweden, it is a popular form of social interaction both for residents and for the millions of tourists that visit each year. Swedes are spending more and more of their disposable income in restaurants and they value concepts that offer inventive menus, unique flavors, and trendy experiences. On average 18 percent eat out for dinner at least once a week. When it comes to lunch, on average a third of the Swedish population eats out at least once a week, and the percentages are higher in the larger cities. Consequently, property owners and mall owners are devoting more retail space to restaurants.

The modern Swedish consumer is looking to "buy more time", creating a shift from traditional grocery consumption towards meals for immediate consumption. Consequently, restaurants and cafés are increasing their market shares. Moreover, restaurant turnover has increased tremendously since 2008, especially in the larger cities.

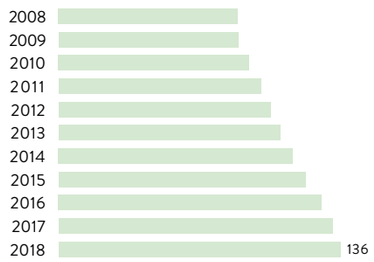


TOTAL FOOD & BEVERAGE SALES SEGMENT, 2018

- 46% Lunch & evening restaurants
- 13% Entertainment venues & bars
- 13% Fast food restaurants
- 11% Hotel restaurants
- 7% Cafés/Coffee shops
- 7% Roadside restaurants
- 3% Workplace restaurants

Source: Statistics Sweden, 2019

RESTAURANT TURNOVER PER YEAR M SEK



Source: HUI Research: Handeln i Sverige 2019

PERCENTAGE OF POPULATION WHO EAT OUT AT LEAST ONCE A WEEK:

35% STOCKHOLM

36% GOTHENBURG

40% MALMÖ

Source: Food & Friends, 2019

INCREASING DEMAND FOR RESTAURANTS, CAFÉS AND HEALTHY CONCEPTS

The Swedish restaurant and café industry is booming, and even though the market is dominated by domestic players, there is room for new alternatives. Swedes love it when innovative and international concepts expand to Sweden, including examples such as the successful establishment of the British concept Wagamama and the Danish concept Joe & The Juice.

The line between food service and retail is blurring, as popular food blogs and creative new concepts are increasing Swedish consumers' interest for innovative food experiences. This allows for retailers to offer restaurant services, along with drinks and ready-to-eat meals, and thus create a relaxing atmosphere where customers can stop and rest. For example, several H&M and Arket stores in Sweden have opened in-store cafés, a concept that the H&M group has also expanded to London and other European cities.

Swedes are interested in healthy food and beverage concepts and despite the establishment of several of such chains in the past few years, the market is still unsaturated and there is a high untapped potential for various healthy food concepts. Green alternatives are undoubtedly popular among Swedes and 23 percent are either flexitarians, vegetarians or vegans (Food & Friends, 2019).

DID YOU KNOW THAT...

... Sweden offers world-class cuisine with a total of 29 Michelin stars shared between as many as 22 restaurants.

"Sweden may be our best market; Swedes go out and have lunch in a different way than Danes. Perhaps it's more of an outgoing culture. In any case, it has worked very well."

– *Kaspar Basse, Joe & The Juice founder*

"The segment between fast food and fine food was completely empty. There I saw an opportunity."

– *Christian Lagerlöf, former CEO, Vapiano Sweden*

"We found that shoppers who dined at the mall stayed 35 percent longer and increased transactions by 25 percent."

– *James Cook, JLL's director of retail research*

"Sweden is a very innovative country when it comes to gastronomy, every year we see new restaurants pop up in Malmö with unique flavors, local fresh produce and great experiences."

– *Erik Bjergert Elgaard, CEO and Co-Owner at Salads and Smoothies*

"Big players need to work together to bring everyone to the same place and create a more sustainable mindset. If we can together set a sustainable standard that is not just a trend but a tradition, we will together give our guests a sustainable and safe experience."

– *Ida Ström, Restaurant Manager & Sommelier, Fotografiska Museum in Stockholm*

ON AVERAGE, A SWEDISH PERSON DRINKS ALMOST FOUR CUPS OF COFFEE EACH DAY, AMONGST THE HIGHEST PER CAPITA CONSUMPTION IN THE WORLD.

Photo: Photoagency cafe damatteos / mediabank.goteborgco.se

Photo: Lieselotte Van Der Meijs / magebank.sweden.se

A PIONEER MARKET

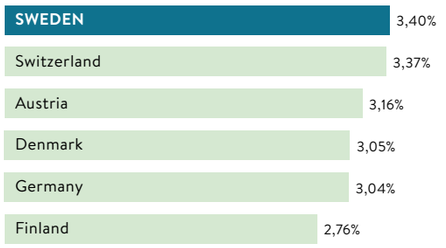
Sweden has outstanding infrastructure and a good climate for innovation, as well as a skilled and diverse workforce. Innovative startups attract many competent international workers and there are a growing number of exciting actors looking to settle in Sweden.

CULTIVATES INNOVATION
Sweden has enjoyed tremendous expansion and has quickly become not only the tech hub of the Nordics but also, according to the European Commission, is the 2019 world leader in innovation. With Spotify, Skype, iZettle, Klarna, Oatly, Minecraft and King, to name only a few, Stockholm has the second highest number of startups in the world per capita. Consequently, it is no surprise that investments in Sweden are at record level and Sweden has the highest spending on R&D in Europe.

Swedish culture also plays a part in cultivating innovation. In Sweden, CEOs often work closely with their colleagues, fostering a collaborative culture. Sophisticated cooperation between startups, universities, industry and government means knowledge is shared effectively.

SWEDEN ATTRACTS FOREIGN TALENT
Sweden is one of the foremost countries in the world at attracting international talent, according to The Global Talent Competitiveness Index. Despite Sweden's small size, startups are flourishing in all industries and foreign talent is attracted from all around the world. Sweden's generous social welfare system has resulted in high productivity coupled with low working hours. Free universities allow for a highly educated and talented population. And Sweden's strategic location within the Nordics, together with the highest level of English skills in the world, further attracts international talent, all contributing to the fact that 64 percent of the headquarters of foreign companies in the Nordics are located in Sweden.

TOP 6 HIGHEST SPENDING ON R&D IN EUROPE, TOTAL, % OF GDP, 2016-2018



Source: OECD 2016-2018

"I believe that foreign employees are attracted to what they call the Scandinavian working model, which allows workers both to make a career professionally and still be a present parent"

– Katarina Berg, Chief Human Resources Officer at Spotify (Breakit, July 2019)

CASE: IZETTLE

iZettle is a Swedish startup founded in 2010 that revolutionized mobile payments, with the world's first mini chip card reader for mobile devices.

"Stockholm has a well-established startup scene with lots of exciting companies to join. Also, Stockholm is a small yet incredibly global city"

– Jacob de Geer, founder and CEO of Stockholm startup iZettle

SPACE
Photo: TMRW

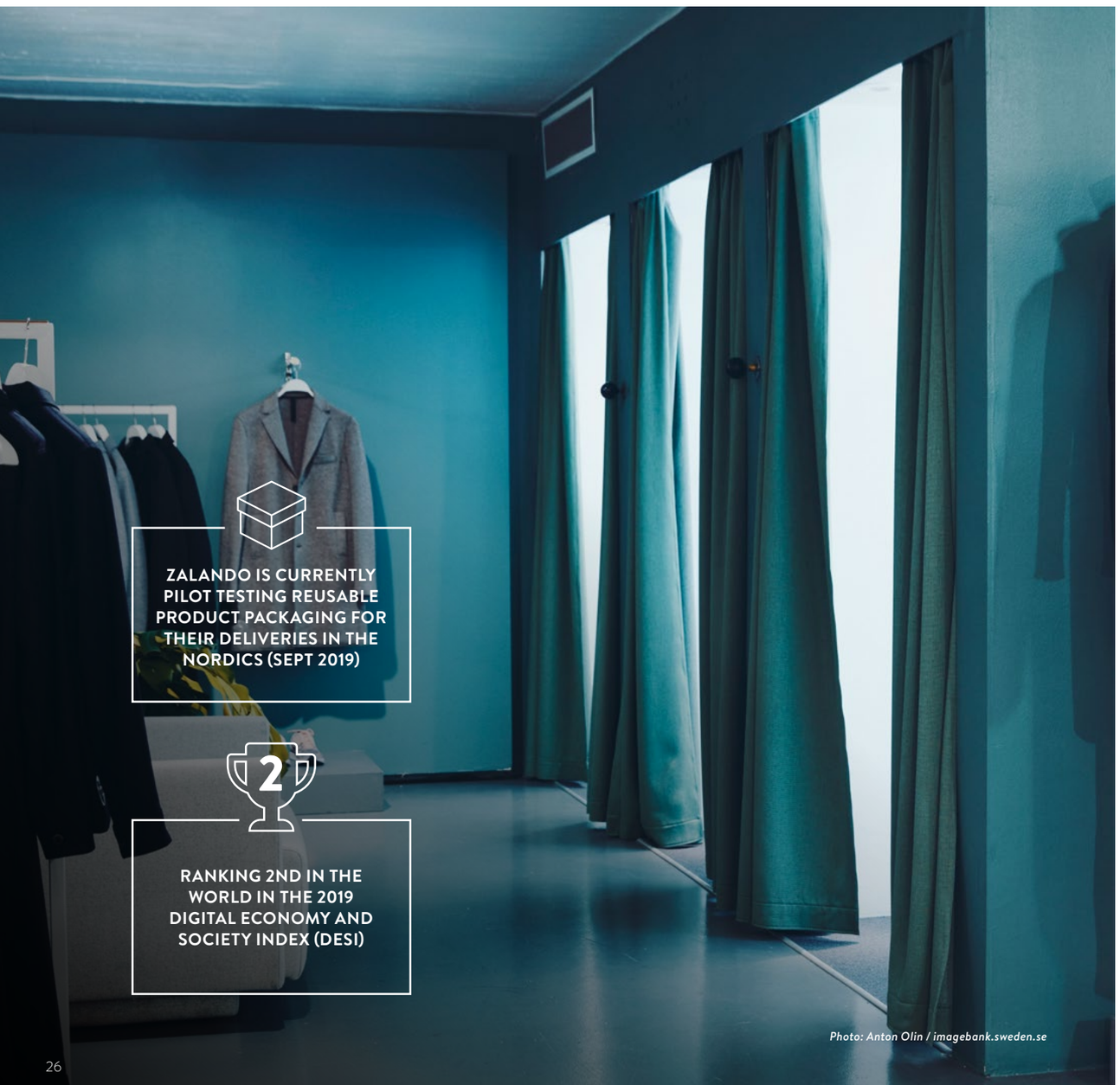


Photo: Anton Olin / imagebank.sweden.se

FRONTRUNNER

Sweden is a frontrunner in adopting new technologies, and a world leader in sustainability and green technology.

DIGITALLY ADVANCED
The high levels of digital development in Sweden places it at the cutting edge, ranking 2nd in the world in the 2019 Digital Economy and Society Index (DESI). For instance, Sweden leads the way in cashless payments. Swedish consumers prefer to use their bank cards or the mobile payment Swish when making a purchase. For retailers, payments by card minimizes the risk of robberies and speeds up the payment process. Moreover, research has shown that consumers spend more when they pay by credit card.

STRONG ENVIRONMENTAL PERFORMANCE
Sweden is one of the most sustainable countries in the world, as evidenced by the fact that it has once again been ranked number one in Robescosam's Country Sustainability Ranking. CO2 emissions per unit GDP are well below the European average and falling. Sweden offers unbeatable opportunities for businesses to build a strong environmental profile, and moreover the country has the lowest electricity prices in the EU.

"Sweden is one of the most advanced countries in the world and it is the most important test market of all for Uniqlo"

– Founder of Uniqlo, Tadashi Yanai (SvD magazine, October 2018)

80 % OF SWEDISH CONSUMERS USED A DEBIT CARD FOR THEIR MOST RECENT PURCHASE.

Source: Sweden's Central Bank, 2018

54 % PERCENT OF THE ENERGY IN SWEDEN IS RENEWABLE.

Source: Swedish Energy Agency, 2016

"Swedish consumers are highly educated, aware of environmental impact and they want to be informed thoroughly about our products. We see this as a chance to deepen our thoughts and review our production by sharing feedback from Swedish consumers"

– Ryosuke Ino, Director/Operation Manager at MUJI Sweden AB

STOCKHOLM

The capital of Scandinavia

Urban Escape
Photo: AMF Fastigheter

Stockholm, the unicorn factory, is a continuously evolving city. The cosmopolitan atmosphere and entrepreneurial climate make for an affluent and diverse audience, and an exciting market opportunity for brands in all retail areas.

KEY FACTS STOCKHOLM

GRP/CAPITA* 629 tSEK

POPULATION
CITY 960,000
COUNTY 2.4 million

WORKFORCE* 1.3 million

EMPLOYED WITHIN RETAIL 2018
16+: 78,000

STUDENTS* 71,000

COMPANIES* 326,000

FOREIGN OWNED COMPANIES* 9,000

EMPLOYEES AT FOREIGN OWNED COMPANIES 2018** 228,000

COMMERCIAL BEDNIGHTS 2018* 14,6 million

AVERAGE AGE 39,3

HIGHLY EDUCATED PEOPLE 59%

SINGLE HOUSEHOLDS 44%

AVERAGE INCOME
16+: 348,2 tSEK
20+: 363 tSEK

RETAIL SALES*
City: 71,5 bSEK
Region: 200 bSEK
(20% of total Sweden)

** Stockholm County*
*** Greater region*

Sources: Invest Stockholm, HUI Research, Statistics Sweden

RETAIL SALES INDEX

	Daily goods	Non-daily goods	Total
Stockholm	104	123	113
Sweden	100	100	100

Source: HUI Research, Handeln i Sverige, 2019

A WORLD LEADING TECH AND CREATIVE HUB

Stockholm is a city that invests in innovation, a unicorn factory where anything is possible. This attitude and atmosphere makes Stockholm a natural hub for creativity, technology, fashion, music, design, and gaming development.

Stockholm is the creative capital that has never been anchored to the status quo. It is no surprise that some of the most internationally successful startups began here; including Spotify, Skype, Klarna, King, Mojang, and iZettle.

A CITY OF INTERNATIONAL INFLUENCE

With one of Europe's highest GRPs per capita and considerable purchasing power, Stockholm County has Sweden's highest income earners. From sidewalk cafés to high street shopping, Stockholmers enjoy spending their time and capital on experiences that reflect their cultivated tastes and values. Their famously sophisticated style and progressive perspectives make Stockholmers internationally influential in setting the next retail trends.

FORWARD-THINKING AND FUTURE-READY

Stockholm's first-rate infrastructure, high economic potential and wealth of human capital places it amongst the world's top future-ready economies, a popular choice for regional headquarters of multinational companies such as Amazon Web Services. That forward-thinking culture also fosters domestic creativity. Stockholm has produced more unicorn startups per capita than any region outside California's Silicon Valley.

SUPPLYING THE DIGITAL DEMAND

As the tech hub that Stockholm is, the city has fully embraced digitalization: cashless payments are the norm, taxes can be paid via smartphone, and 70% of the population shops online. There is also a thriving sharing economy; nine e-scooter companies battle for market share on every corner. With seamless digital integration becoming an increasingly necessary aspect of the retail experience, Stockholm is poised to lead the way.

AN ATTRACTIVE INVESTMENT FOR EVERYONE

Spanning a stunning archipelago, surrounded by lakes, sea and forest, Stockholm is one of the world's most beautiful cities. It is also one of Europe's fastest expanding urban centers, attracting talent from around the globe, drawn to the professional opportunities and high quality of life that Stockholm offers.

Consistently heading global business and innovation rankings, Stockholm's commitment to democracy, diversity and sustainability as core social values has also given it a distinctly international appeal. With over 190 nationalities living here, Stockholm is Scandinavia's melting pot.

Stockholm has one of the cleanest (and tastiest) tap waters in the world. No need to buy bottled water.

Ranked by the Global Talent Competitiveness Index as one of the World's best cities for growing, attracting and retaining talent, Stockholm attracts considerable interest from international companies, with a surge of foreign investments in recent years.

GREAT OPPORTUNITIES FOR INTERNATIONAL RETAILERS

Stockholm has one of Europe's fastest growing populations and it welcomes millions of visitors every year, coming from all around the world. In the past five years, over 40 new international direct flight routes have opened, including connections between Stockholm and Singapore, Milan, Dusseldorf, Shanghai and New Delhi. With over 14 million commercial overnight stays in 2018, the city continues to climb the list of most attractive destinations in Europe.

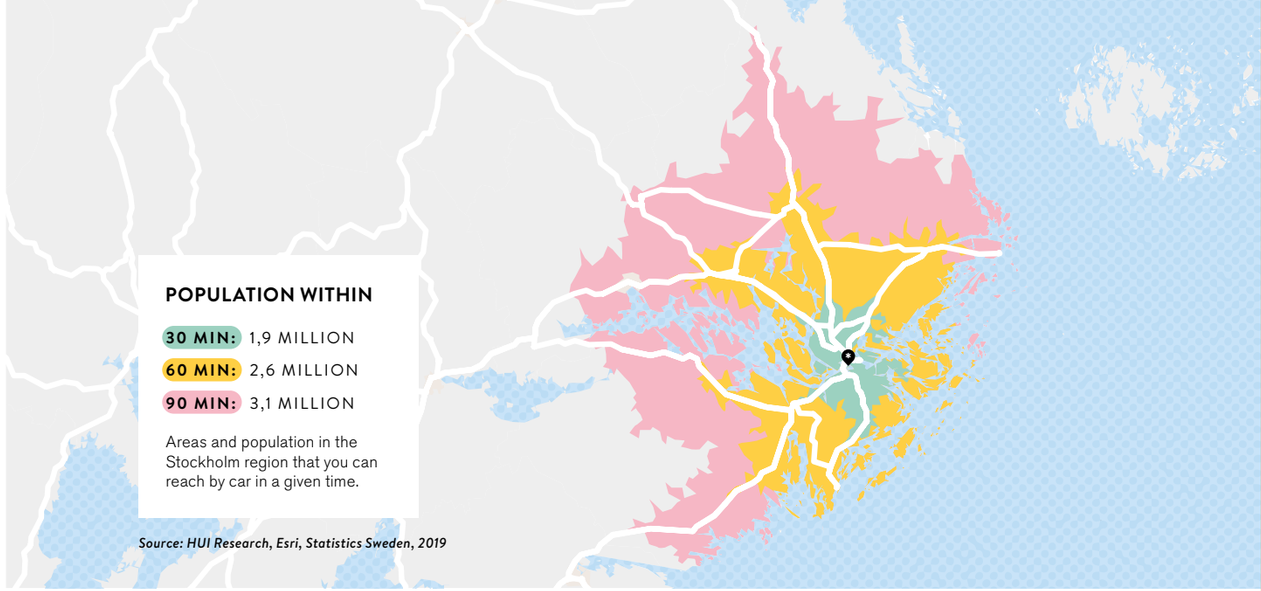
As Stockholm's population increases, so do opportunities for international retail brands. Expanding retail sales and high population growth rates have generated considerable investment in new retail space developments and expansions of shopping centers and city districts, making Stockholm an easy entry point into the Swedish market. Simply put: Stockholm offers high purchasing power, one of Europe's most popular tourist destinations and an attractive business environment.

Stockholm has the highest number of unicorns, billion-dollar startup companies, per capita in the world after Silicon Valley.

DID YOU KNOW THAT STOCKHOLM...

...is one of world's best cities for attracting global talent.
...is ranked as the world's fifth most reputable city.

Source: Insead Global Cities Talent Competitiveness Index, 2019
City RepTrak, 2018



Source: HUI Research, Esri, Statistics Sweden, 2019

Bibliotekstan
Photo: Lena Koller / Hufvudstaden

NO.1

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

STOCKHOLM
IS NUMBER ONE IN 2019 EUROPEAN REGIONAL COMPETITIVENESS INDEX

Source: OECD, European Regional Competitiveness Index, 2019

NO.2

STOCKHOLM
IS THE 2ND BEST CITY FOR GENERATION Z, ACCORDING TO 2019 GENERATION Z CITY INDEX BY NESTPICK

Gamla Brogatan
Photo: Mikael Sjöberg

Norra Stationsgatan
Photo: Mikael Sjöberg

96% OF THE HOTELS IN STOCKHOLM HAVE AN ENVIRONMENTAL CERTIFICATION

Hornstull
Photo: Simon Paulin / imagebank.sweden.se

SHOPPING DESTINATIONS IN THE STOCKHOLM REGION

The Stockholm region boasts a variety of popular shopping destinations – from retail outlets to experience oriented shopping centers.

1. BARKARBY RETAIL PARK
Barkarby has major retailers such as IKEA, Bauhaus and Elgiganten. The anchor tenants include IKEA, ICA Maxi, Bauhaus, Media Markt, Systembolaget.
Owner: IKEA, BNP Paribas
No of tenants: 86
Turnover: mSEK 5,294
GLA: 122,600 sq m
Visitors: N/A million

2. BROMMA BLOCKS
Pleasant shopping with 78 stores in the former hangars of Bromma Airport. Example of retailers: H&M, Clas Ohlson, Stadium, Lindex and Åhléns.
Owner: CBRE Global Investors Nordic
No of tenants: 78
Turnover: mSEK 2,176
GLA: 50,775 sq m
Visitors: 7 million

3. 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 center 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: Atrium Ljungberg
No of tenants: 150
Turnover: mSEK 2,463
GLA: 51,675 sq m
Visitors: 18 million (2017)

4. HERON CITY
Heron City is a major shopping and entertainment center with a huge selection of home decor, electronics, sports, leisure and food brands. Example of retailers: Mio, Media Markt, XXL and Indiska. Heron City also boasts a huge cinema complex and bowling alley.
Owner: CMCV co-owned by Capman Real Estate/Varma/Cavendo
No of tenants: 36
Turnover: mSEK 1,250
GLA: 46,350 sq m
Visitors: 6.6 million (2016)

5. KUNGENS KURVA
Kungens Kurva offers 73 shops, restaurants and entertainment outlets. In addition to large stores such as IKEA, Elgiganten, and ToysRus the area houses a 25,000-square meter shopping center, a trampoline park and easy access to the nearby Heron City.
Owner: IKEA, Balder, ICA Fastigheter, G&K Blanks, Svenska Handelsfastigheter
No of tenants: 73
Turnover: mSEK 5,362
GLA: 171,600 sq m
Visitors: 20 million (2014)

6. LILJEHOLMSTORGET
Liljeholmstorget 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 all with direct access to the metro station, bus terminal and underground parking.
Owner: Citycon
No of tenants: 93
Turnover: mSEK 1,903
GLA: 27,625 sq m
Visitors: 9.8 million

7. 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 space. A new metro line leading to Nacka Forum will be completed by 2025.
Owner: Unibail-Rodamco-Westfield
No of tenants: 138
Turnover: mSEK 1,660
GLA: 45,950 sq m
Visitors: 6.7 million

8. SICKLA KÖPKVARTER
Sickla is a vibrant urban cluster of retail, culture, schools, offices and residential properties. Apart from 168 shops, Sickla houses restaurants, a cinema, library, art galleries and museums. Examples of retailers: G-Star Raw, Designtorget, Urban Deli, Bookbinders Design, Naturkompaniet, Best of Brands.
Owner: Atrium Ljungberg
No of tenants: 168
Turnover: mSEK 3,166
GLA: 78,125 sq m
Visitors: 14 million (2017)

9. SKHLM SKÄRHOLMEN CENTRUM
The 98,000 square-meter property in southern Stockholm comprises 160 retailers, with anchor tenants including an ICA grocery store, Systembolaget, H&M and Åhléns, alongside restaurants and leisure offerings. With a library, a theater, medical centers, offices and a school, it is the center of the community.
Owner: Grosvenor Fund
No of tenants: 160
Turnover: mSEK 1,475
GLA: 40,725 sq m
Visitors: 12.5 million

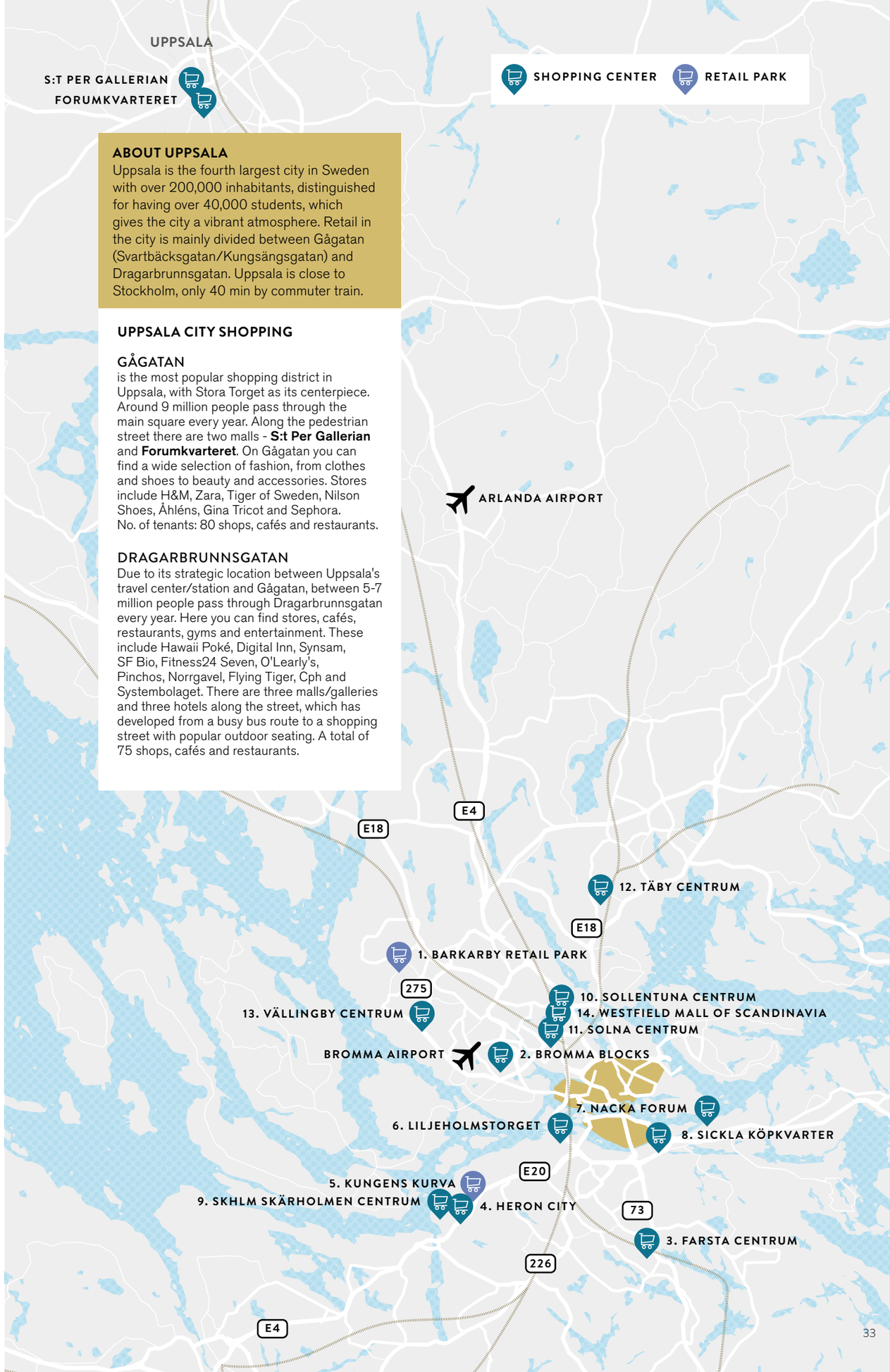
10. SOLLENTUNA CENTRUM
Sollentuna Centrum is one of Stockholm's first design-oriented shopping centers with over 100 shops and 1,500 parking spaces. With classy architecture and high-quality materials, care has been taken to create an atmosphere of light and space. Example of retailers: H&M, Clas Ohlson, Stadium, Lindex and Rituals.
Owner: Thon Property
No of tenants: 108
Turnover: mSEK 1,442
GLA: 31,400 sq m
Visitors: 7.3 million

11. SOLNA CENTRUM
Solna Centrum comprises 119 stores, cafés and restaurants as well as an enormous adventure playland. Example of retailers: Akademibokhandeln, Dressmann, Guldfynd and Lekia.
Owner: Unibail-Rodamco-Westfield
No of tenants: 119
Turnover: mSEK 1,106
GLA: 38,575 sq m
Visitors: 6.9 million

12. TÄBY CENTRUM
Täby Centrum is a hub for suburbs north of Stockholm. It features entertainment, including a newly refurbished cinema and Sweden's largest indoor adventure golf facility. The center has welcomed several new market entries in recent years, including Apple Store, Tesla and Sephora.
Owner: Unibail-Rodamco-Westfield
No of tenants: 246
Turnover: mSEK 3,599
GLA: 72,625 sq m
Visitors: 12.7 million

13. VÄLLINGBY CENTRUM
Vällingby Centrum comprises a solid offering of entertainment, services, food and culture. 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: 137
Turnover: mSEK 1,837
GLA: 50,125 sq m
Visitors: 18.4 million (2017)

14. WESTFIELD MALL OF SCANDINAVIA
Westfield Mall of Scandinavia is the biggest shopping center in Scandinavia. There are 216 shops and restaurants, spread over more than 130,000 square meters. The Designer GalleryTM presents exclusive brands, fashion and lifestyle stores as well as a selection of pop-ups. The Dining Plaza offers over 20 restaurants. It also houses Sweden's very first IMAX® cinema.
Owner: Unibail-Rodamco-Westfield
No of tenants: 216
Turnover: mSEK 4,457 (excl. Tesla)
GLA: 96,525 sq m
Visitors: 14.9 million



SHOPPING CENTERS AND DEPARTMENT STORES IN STOCKHOLM CITY

Located throughout the city – from "Upper East Side" Östermalm to hipster Söder – these are the favorite indoor shopping destinations for Stockholmers:

SHOPPING CENTERS

1. FÄLTÖVERSTEN is in the heart of Östermalm, one of the most upmarket residential areas in Stockholm. A spacious mall with around 60 stores and restaurants to satisfy most of the shopping needs of its affluent neighbors. The atmosphere is welcoming, with big brands sharing the space alongside smaller high-end and lifestyle stores: traditional and classic but with a modern twist. The mall is continuously evolving, aiming to maintain and improve an innovative and exciting combination of food, fashion and service. Retailers include H&M, Kicks, Lindex, Jackie, Rituals and ICA.
Owner: AMF Fastigheter **No of tenants:** 60
Turnover: mSEK 1,315 **GLA:** 17,981 sq m **Visitors:** 6.7 million

2. GALLERIAN was the first mall in central Stockholm and since it opened in 1976, it has developed into an iconic shopping destination in the heart of the city. Gallerian is also in the center of the newly built city block, Urban Escape. It consists of five properties, four streets, roof landscapes, plazas and two hotels. Together they create a new city hub where jobs, entertainment and people meet and share new experiences every day, raising the city pulse of Stockholm. In Gallerian you can find an exciting mix of Swedish and international stores and a wide range of cafés and restaurants. Gallerian is the home of brand flagship stores, such as Nike Store, Victoria's Secret, Foot Locker, Hollister, Superdry and Media Markt.
Owner: AMF Fastigheter **No of tenants:** 80
Turnover: mSEK 1,430 **GLA:** 30,300 sq m **Visitors:** 12 million

3. GALLERIAN SKRAPAN The former headquarters of the Swedish Tax Authority is now an 8,600 sq.m retail space that includes areas for pop-up concepts. The iconic building, known by Swedes just as "Skrapan", offers a wide range of shops, as well as the well-known Swedish gym brand Friskis & Svettis. It also offers a rooftop restaurant and sky bar. The landmark high-rise – now converted into student apartments – occupies a central location on Södermalm and attracts shoppers of all ages. Retailers include Monki, Intersport, Levi's, Rituals and Vapiano.
Owner: Vasakronan **No of tenants:** 28
Turnover: mSEK 300 **GLA:** 8,600 sq m **Visitors:** 3,2 million

4. HORNSTULL is a welcoming commercial addition to the city's southwest corner, the hipsters' favorite district of Södermalm. With a pronounced emphasis on food, drink and social shopping, visitors can choose from a mix of some 30 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 barbershop. Retailers include H&M, Picard and L'Occitane.
Owner: Bonnier Fastigheter **No of tenants:** 31
Turnover: mSEK 755 **GLA:** 8,525 sq m **Visitors:** N/A million

5. MOOD STOCKHOLM is shopping beyond shopping. An entire block in the city center with an elegant, diverse and international atmosphere, attracting a trend aware target group. It even includes urban gardens and unique treehouses for conference use. This is the place to find unique concepts, a high level of service and some of Stockholm's most popular restaurants. The tenant mix, incorporating 55 units and covering the whole retail spectrum from fashion to beauty and interiors, perfectly reflects the needs and wants of the urban consumer. Mood District is located close to three different metro stations. Retailers include Daniel Wellington, Samsøe & Samsøe, Rodebjer, Yellow Korner, Posh Living, Suit Supply, American Vintage, Leila's General Store, Starbucks, Boquerian restaurant and more.
Owner: AMF Fastigheter **No of tenants:** 55
Turnover: mSEK 600 **GLA:** 10,269 sq m **Visitors:** 4.8 million

6. PK-HUSET Connected to the classic department store Nordiska Kompaniet is PK-Huset. A nine-storey mixed-use building, PK-Huset is home to Nordea Bank as well as well-known fashion brands. Retailers include Systembolaget, Acne and Polarn o Pyret. In June 2017, Stockholm's new public square, Smålandstorget, was inaugurated next to PK-Huset, creating a new meeting place in the heart of Stockholm.
Owner: Pembroke **No of tenants:** 22 **Turnover:** mSEK 415
GLA: 5,250 sq m **Visitors:** 5.5 million (2016)

7. RINGEN CENTRUM located in the heart of Södermalm, is one of the trendiest and most innovative districts of Stockholm. Showcasing a mixture of brands that reflect the diverse, creative and innovative inhabitants of the area, the mall is a laid-back space for socializing and everyday shopping, where different styles combine to form an attractive whole with a quirky edge. Teatern ("The Theater") is an exciting F&B-concept, bringing together several of Sweden's most high-profile chefs and offering gourmet food with fast food convenience. Retailers include H&M, Kicks, Stadium, Clas Ohlson and ICA.
Owner: AMF Fastigheter **No of tenants:** 57
Turnover: mSEK 1,100 **GLA:** 15,823 sq m **Visitors:** 5.8 million

8. STOCKHOLMS CENTRALSTATION is the busiest railway station in the Nordic region, with some 200 000 visitors a day including the Cityterminal bus station. Centralstationen 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, Centralstationen offers over 90 stores, restaurants and coffee shops. Retailers include Lindex, Starbucks, Luzette, Burger King and Lush.
Owner: Jernhusen Stationer **No of tenants:** 91
Turnover: mSEK 1,317 **GLA:** 12,200 sq m **Visitors:** 91 million (2016)

9. STUREGALLERIAN Located in the dandyish Stureplan area, Sturegallerian has been a meeting point for discerning shoppers, bookworms, gourmets, coffee lovers and interior design enthusiasts since 1989. Sturegallerian caters to several walks of urban life with a diverse offering of shopping, restaurants, patisseries, nightclubs, entertainment and recreation. Retailers include Zara, Rituals, Zetterberg Couture, Massimo Dutti, Casall, Sturehof, Grand Escalier and Sturebadet Spa.
Owner: Tamweelview European Holdings S.A **No of tenants:** 62
Turnover: mSEK 963 **GLA:** 15,800 sq m **Visitors:** 6.7 million (2015)

10. VÄSTERMALMSGALLERIAN is a shopping mall in the heart of Kungsholmen, one of the most urban and effervescent districts in Stockholm. Comprising more than 45 shops that together create an attractive combination of fashion, food and services, this is where urban consumers do their daily shopping and spend time with friends and family. The center is located right by Fridhemsplan metro station, Stockholm's third largest hub for public transport. Retailers include Rituals, H&M, Polarn o Pyret and Joe and the Juice.
Owner: AMF Fastigheter **No of tenants:** 47
Turnover: mSEK 600 **GLA:** 10,077 sq m **Visitors:** 8.9 million

DEPARTMENT STORES

11. NORDISKA KOMPANIET (NK) Stockholm's international department store, located as a landmark on the major shopping street Hamngatan. Around 110 different stores featuring a vast assortment of luxury goods, high-end fashion, interior design and sports. Restaurants and cafés for refreshments are found throughout the building including a new food hall with some of Sweden's top entrepreneurs, where you can eat or shop for groceries. Examples of brands: Valentino, Balenciaga, Hermès, Ralph Lauren, Loewe, Burberry, Sandro and Axel Arigato. More brands will be launched soon.
Owner: Hufvudstaden **No of tenants:** 110
Turnover: mSEK 2,465 **GLA:** 24,000 sq m
Visitors: 8.7 million (2015)

12. ÅHLÉNS CITY is the leading department store operator in Sweden, and its flagship Åhléns City is in Stockholm. Here, over 1,000 quality brands co-exist to offer the widest assortment of fashion, beauty, accessories and lifestyle products in town, with frequent pop-up stores and activations from select brands. Åhléns City also features a large grocery store in the basement and a popular Italian restaurant as well as a café. Examples of brands: Hugo Boss, Dior, Acne Studios, Kiehl's, Filippa K, J. Lindeberg, Muji, Guess, Diesel.
Owner: Ramsbury Property **No of tenants:** 20
Turnover: mSEK 1,679 **GLA:** 20,000 sq m
Visitors: 13 million (2016)

KEY RETAIL AREAS IN STOCKHOLM CITY CENTER

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

BIBLIOTEKSTAN

is a high-end shopping district in Stockholm's heart with prominent international brands such as Cartier, Celine, Chanel, Gucci, Jimmy Choo, Louis Vuitton, Moncler, Nathalie Schuterman and Prada, and Swedish brands including Acne Studios, Axel Arigato, Filippa K, Rodebjer and Byredo. Hufvudstaden owns 70 percent of Biblioteksgatan's properties.
Footfall*: Biblioteksgatan: Fri 25,000, Sat 20,000

DROTTNINGGATAN

prides itself with the highest pedestrian footfall in Sweden and offers international and domestic brands. The long street runs from the historic Old Town, through the busy central retail section, to the calmer northern end's boutiques, cafés and restaurants. Retailers include H&M, Arket & Afound as well as department store Åhléns, housing Sweden's first and largest Muji store. Other brands represented are Holland & Barret, River Island, Zara, MQ, Flying Tiger and Weekday. **Footfall*:** Drottninggatan: Fri: 80,000, Sat: 75,000

GAMLA BROGATAN

located in Stockholm's busiest retail district, has a unique small-town character, boasting cafés and restaurants and stores such as Dr Denim, Grandpa, Junkyard, Søstrene Grene, Volt, and three-star Michelin restaurant, Frantzén.
Footfall*: Gamla Brogatan: Fri: 11,000, Sat: 10,000

HAMNGATAN

with the Gallerian mall and the famous NK department store, is Stockholm's prime location for international brands like H&M, Zara and Victoria's Secret. And new buildings with statement shopfronts will only enhance that. Uniqlo's first Scandinavian store opened here in August 2018. **Footfall*:** Hamngatan: Fri: 55,000, Sat: 50,000

KUNGSGATAN

is one of Stockholm's most famous streets where landlords cooperate to develop and enhance the street. As well as international sports & outdoor brands, there are new brands locating their flagship stores here, like Barbour, Samsung Concept Store, Holy Greens, BoConcept, Starbucks and Haglöfs.
Footfall*: Kungsgatan: Fri: 40,000, Sat: 40,000

MOOD DISTRICT

runs from Kungsgatan through Mäster Samuelsgatan, with the lifestyle galleria Mood Stockholm and a whole new neighborhood full of fashion and F&B choices. Jakobsbergsgatan has everything from a cava bar to gourmet burgers and Mexican-Latin cuisine. The Lobby at Regeringsgatan 61 takes the pop-up concept to the next level. Where Regeringsgatan meets Jakobsbergsgatan, there's Stockholm's first citybased IKEA.
Footfall*: Mäster Samuelsgatan: Fri: 20,000, Sat: 15,000 Jakobsbergsgatan: Fri: 10,000, Sat: 8,000 Regeringsgatan: Fri: 20,000, Sat: 15,000

NORRLANDSGATAN

is where fashionable young Stockholmers meet. Brands include The Bianchi Café & Cycles, Houdini, Hestra. Norrlandsgatan connects the Mood district with Bibliotekstan, Hamngatan and Kungsgatan. **Footfall*:** Norrlandsgatan: Fri: 17,000, Sat: 15,000

HÖTORGET

is part of an extensive, 25,000 sq.m development project that will offer fashion, health, food and lifestyle. In Summer the roof top Hötorgsterrassen opens for lunch and late evenings. Hötorgshallen indoor market has an international food selection, and the outdoor Hötorget market offers fruit, vegetables and flowers. The Konserthuset concert hall and Filmstaden Sergel cinema complex are also close by.
Footfall*: Sergelgatan Fri: 22,000, Sat: 25,000 Sveavägen: Fri: 25,000, Sat: 20,000

STUREGALLERIAN

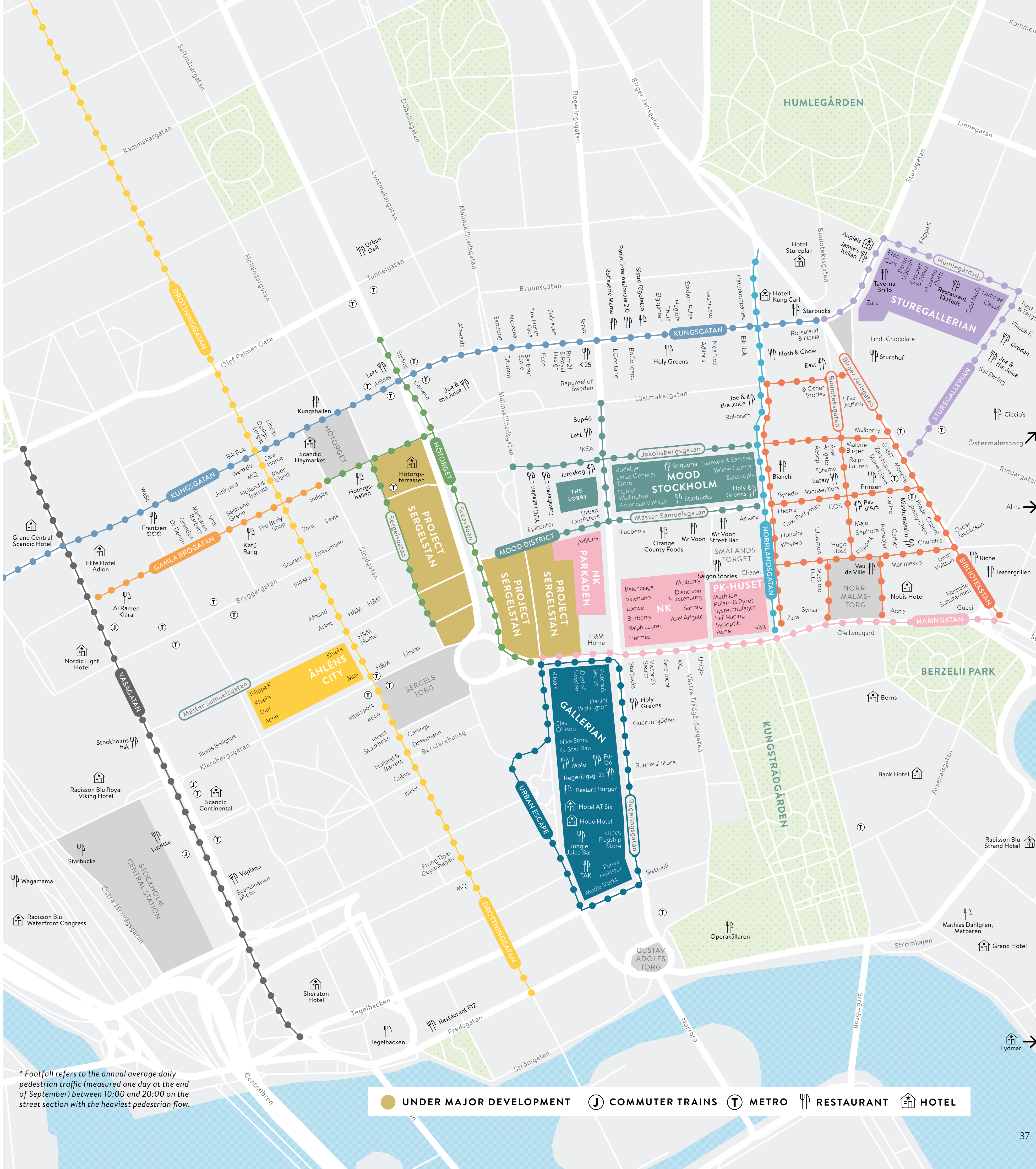
has many premium brands, up-market restaurants and nightclubs, as well as cosy coffee houses. And Humlegårdsgatan is Stockholm's new 'Savile Row' for menswear.
Footfall*: Humlegårdsgatan: Fri: 15,000, Sat: 12,000 Grev Turegatan: Fri: 14,000, Sat: 11,000

URBAN ESCAPE

created by AMF Fastigheter, is one of the city's hottest new areas, with a creative vibe and a cosmopolitan pulse. Urban Escape, linked at rooftop level, with a park, bars and event spaces, allows a passion for work to blend with entertainment and relaxation throughout the day. Already attracting cutting-edge tenants, Rochier, WeWork and Microsoft, it also houses two unique lifestyle hotels, several top restaurants and Stockholm's most central mall, the iconic Gallerian. **Footfall*:** 5,000-15,000

VASAGATAN

The Central Station, with 11,000 sq.m of retail space, boasts unbeatable access. Large hotels such as Nordic Light, Sheraton, Radisson Blue, Scandic Grand Central, Elite Hotel dominate the main commercial area as well as restaurants such as Vapiano, Stockholm Fisk, Luzette. **Footfall*:** Fri: 40,000 Sat: 30,000



* Footfall refers to the annual average daily pedestrian traffic (measured one day at the end of September) between 10:00 and 20:00 on the street section with the heaviest pedestrian flow.

RETAIL DEVELOPMENT IN STOCKHOLM CITY

Many new developments are underway 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 for the area in the very center of the city, which is in many ways seen as the heart of Stockholm. It is a place where people come to shop, browse, go to the theater, protest, celebrate and play chess or simply hang out. The area is undergoing considerable transformation aimed to promote it as a lively area, full of vivacity, never asleep and packed with activities and inviting spaces. The premises will be ready for the first tenants in 2020–2022. See area mapped out on page 37.

HAMNGATAN RETAIL, next door to the H&M flagship store, is the #1 flagship location in Stockholm. Connected with the steady flow of shoppers through Sergelgången below Hamngatan, the property boasts new office space and multiple terraces, and will also have one of the city's largest roof-top terraces, with a restaurant and bar and spectacular views.

MALMSKILLNADSGATAN FOOD & BEVERAGE. Vasakronan is developing one of the most interesting restaurant areas in the city, offering a wide range of cuisine, from fine dining to trendy and healthy take-away concepts. A rooftop bar and al fresco dining at street level makes this a great destination from early morning to late night. The development also houses new office space, featuring a co-working concept, a rooftop bar, as well as some 30 residential units.

PAVILJONGEN/THE PAVILION, on the corner of Sveavägen and Hamngatan, is a 300 sq.m pavilion that will house restaurants and cafés as well as spaces for experience-based concepts such as art installations and creative meetings.

SERGELGATAN RETAIL. With 13,000 sq.m of contemporary shopping, this street has a steady flow of pedestrians and upcoming plans for new shopping and restaurant experiences. All for an urban and style conscious audience.

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

SVEAVÄGEN & SERGELS TORG. This is new retail spaces along both sides of Sveavägen. It is connecting Hamngatan to Sergelgatan and thereby combines two of the strongest retail locations in Stockholm. The footfall in this area is high all day and night.

In the autumn of 2020 the leading event and restaurant group in Sweden, Stureplansgruppen, will open a spectacular event arena on Sveavägen, that will be able to host large conferences, concerts and events.

VASAGATAN

Stockholm's most central street is getting an upgrade

The Central Station, boasting 11,000 sq.m of retail space, is unbeatable in terms of access. The main commercial area on the street for the most part currently consists of large hotels and restaurants. New developments are underway to make this street into an attractive new gateway to central Stockholm. Starting in 2018, a more attractive area is being constructed, with wider sidewalks as well as space for more outdoor restaurants. Traffic will be reduced in favor of pedestrians and cyclists. The project is expected to be completed in 2022. The City of Stockholm and real estate owners on the street are collaborating within Management Vasagatan towards a shared vision of an all-day, all-year round 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 meter 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 Gamla Brogatan 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 outdoor environment together with the municipality. Strong and creative concepts such as Grandpa, Volt, Dr Denim and three-star Michelin restaurant Frantzén are already established, and the work will continue to make room for more.

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 8,000 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.

Gamla Brogatan
Photo: Mikael Sjöberg

Sergelgatan
Photo: Vasakronan

Vasagatan
Photo: Stockholms stad

Sergelstan
Photo: Vasakronan

SVAVA Matgalleria
Photo: Vasakronan

NK Fine Jewellery & Watches
Photo: Studio CA

Nordiska Kompaniet (NK)
Photo: Hufvudstaden

DID YOU KNOW...

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

…the purchasing power per person in Stockholm for retail and restaurant spending is 78,000 SEK/year.

...commercial overnight stays in Stockholm 2018 was 14,6 million.

Source: OECD Better Life Index 2019, KPG 2018, Statistics Sweden 2018

Sergelgatan
Photo: Vasakronan

H21
Photo: Pembroke

NK Parkaden
Photo: Hufvudstaden

NORDISKA KOMPANIET (NK)

A world-class department store

The iconic Nordiska Kompaniet in Stockholm has gone through an extensive renewal, to strengthen the position as an international world-class department store. Over 50 percent of the store area has been renewed and improved to meet the customer's needs. Additionally, for the first time in its history NK has also expanded its retail space. Through the acquisition of office space and by incorporating parts of the building on the other side of the street, retail space has been increased by 20 percent. The new store space will offer departments within health, food and commercial services. There are also plans for an outdoor gym at the top of the roof. The portfolio of Nordiska Kompaniet has been reinforced with single brand departments during 2019 including Balenciaga, Valentino and Loewe, and there will be more the coming years. The men's fashion floor has been rebuilt and developed with more and new brands. A new and innovative sport destination just over 2000 square meters, was launched during the autumn 2019.

The department store continues to be an inspiring meeting place, offering food and beverages on all floors and a food hall with some of Sweden's top entrepreneurs.

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 pathways to create an environment where people can meet. The project started with the completion of Smålandstorget, a new public square with an exciting mixture of F&B vendors, along with direct access into PK-huset. At the heart of Project Access is Hästen 21 – a planned architectural project that will bring together opportunities for Stockholmers to work, live, shop and socialize. It will combine modern office space, new retail destinations and 27 residential units intended to impact and revitalize the area positively all day long. The construction is planned to commence during 2020. Read more on project-access.se

RETAIL DEVELOPMENT IN UPPSALA CITY

SVAVA MATGALLERIA is located on Dragarbrunnsgatan, which has a flow of 4.2 million visitors each year. There are 10 restaurants and cafés in the food gallery/mall, including Tugg Burgers, Choco Mania, Zócalo and Hemköp.

GOTHENBURG

The smiling face of Sweden

Photo: Per Pixel Petersson / imagebank.sweden.se

Welcome to Gothenburg – one of the fastest growing regions in Europe, a hot-spot for innovation, and a true gateway to the world as a perfectly positioned logistics hub.

KEY FACTS GOTHENBURG

GRP/CAPITA* SEK 512 tSEK

POPULATION
CITY 572,000 (+7,800 per year)
REGION 1.0 million (+10,000 per year)
COUNTY 1.7 million (+17,000 per year)

WORKFORCE* 560,000

EMPLOYED WITHIN RETAIL 2018 16+ 41,000

STUDENTS 60,000

COMPANIES* 111, 000

FOREIGN OWNED COMPANIES 2,400

AVERAGE AGE 39

HIGHLY EDUCATED PEOPLE 51%

SINGLE HOUSEHOLDS 44%

AVERAGE INCOME SEK 300,000

RETAIL SALES* 103,8 bSEK

** Gothenburg Region*

Source: Business Region Göteborg, HUI Research, Statistics Sweden

RETAIL SALES INDEX

	Daily goods	Non-daily goods	Total
Gothenburg	102	129	115
Sweden	100	100	100

Source: HUI Research: Handeln i Sverige, 2019

THE THRIVING WEST COAST CAPITAL

With a thriving business environment and a strong entrepreneurial spirit, Sweden's second city is not only a hotbed for innovation – it is also known for its open-mindedness, ranked as the most sociable city in the world.

A PROGRESSIVE REGION PERFECTLY POSITIONED IN SCANDINAVIA

Home to Volvo, Gothenburg is a center for knowledge-intensive industries and advanced services. It is also Scandinavia's leading hub for both imports and exports of goods, boasting the Nordic countries' largest port, with a strategic location at the epicenter of Scandinavia. About 70 percent of Scandinavia's population and industry is within 500 km of Gothenburg. The region is an innovation leader in the EU, according to the European Commission.

A CITY IN TRANSFORMATION

Gothenburg is one of the most rapidly expanding regions in Europe, and the city is in the process of its biggest development leap in modern history. By 2035 around 105,000 homes will have been built in the region and an estimated EUR 100 billion will be invested in property developments and infrastructure. Many of the development projects are in optimal city locations. Commercial space is also being built in large volumes across the Gothenburg region.

IMPRESSIVE RETAIL GROWTH

Retail sales are an important growth engine for the Gothenburg region. In recent years, the region has seen a steady wave of international retailers and products enter its market, including Tesla, 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.

THE SOCIAL CITY

Gothenburg has been named the world's most sociable city – and for good reasons. The city is characterized by a propensity for openness and socializing, offering a lively nightlife as well as a dynamic and innovative culinary scene. There is an exciting array of food options, spanning everything from Michelin-starred restaurants to innovative street food. Gothenburg is known for its social dining scene, with relaxed and modern options serving up a range of different cuisines. The proximity to the sea and archipelago also means that the selection and quality of fish and seafood is second to none in Sweden. With a flourishing micro-brewery scene, Gothenburg is also one of Europe's hottest hubs for craft beer.

A SHOPPING AND TOURISM DESTINATION

Gothenburg is a city open to the world. It is a highly popular event and tourist destination, and the region is proactively working on drawing in even more visitors, with the objective of doubling its incoming tourism by 2030. In 2018, the number of guest nights spent in the region rose for the 27th year in a row. Gothenburg is an attractive destination for shopping, offering a mixture of small independent shops, international stores and large malls. It is estimated that foreign tourists in Gothenburg spend on average half their holiday budget on shopping. Most foreign visitors come from Norway, Germany, the United Kingdom and the United States. Extensive experience and excellent facilities also place Gothenburg in a strong position as a venue city.

One of the world's best food destinations 2019 - according to National Geographic.

A WORLD LEADER IN SUSTAINABILITY

Gothenburg is an international frontrunner in sustainability and green solutions, highly committed to making a change for the better, both environmentally, socially and economically. Practically all of the hotels in the city and many of its restaurants are environmentally certified, and over 90 percent of all public transport is powered by renewable energy. This means that Gothenburg is rapidly moving towards being a low carbon economy.

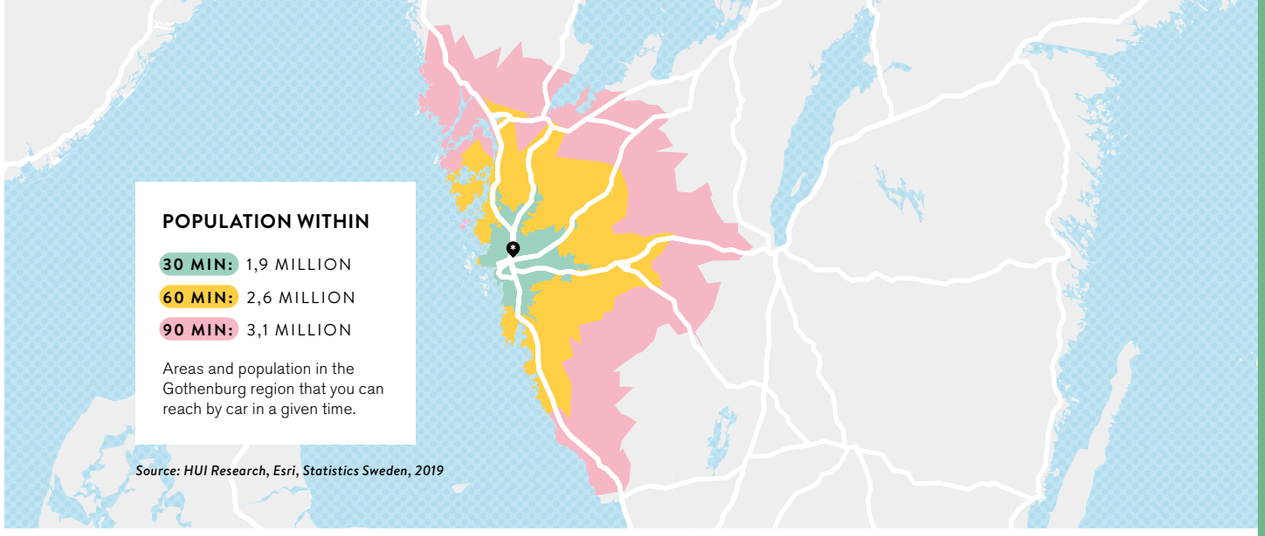
In 2018, Gothenburg was named the world's most sustainable destination, ranking higher than cities such as Copenhagen, Reykjavik and Oslo. The city has an impressive number of cutting edge 'cleantech' companies, with high levels of expertise in technical solutions to help reduce climate impact. It is also home to innovative actors within the fashion industry. Examples include The Circular Textile Initiative, which focuses on groundbreaking solutions to reduce the environmental impact of fashion textiles, and the recent opening of H&M's Take Care concept, which offers repair and sewing services to consumers while giving unemployed women an entry into the labor market.

"The city's blue-and-white trams still rumble down the wide boulevards, but visitors will also find a diverse music scene, inspiring art, world-class breweries, trendsetting shops and gregarious locals determined to convince you that this west coast is the best coast."

– The New York Times, 2018

DID YOU KNOW THAT GOTHENBURG...

...is Sweden's top logistics location and home to Scandinavia's largest port.
...has 2,400 foreign-owned companies that employ a fifth of the region's workforce.



Source: HUI Research, Esri, Statistics Sweden, 2019

NO.1

GOTHENBURG
RANKS AS THE MOST SOCIABLE CITY IN THE WORLD.
Source: Hostel World 2017

Photo: Happy Visuals / Göteborg & Co / mediabank.goteborgco.se

21 bSEK
TOURISM TURNOVER 2018

Source: Annual Report & Sustainability Report 2018, Göteborg & Co AB

Photo: Superstudio D&D/Göteborg & Co

NO.2

GOTHENBURG
2ND OF 50 CITIES: WORLD'S SMARTEST CITIES
Source: Future Today Institute, 2019

65 000 SEK
RETAIL SPENDING PER PERSON PER YEAR (EXCLUDING FOOD AND BEVERAGES)

Photo: Jennie Smith/Göteborg & Co

Photo: Nora Lorek/Rockfoto/imagebank.sweden.se

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
Allum is located 8 kilometers east of Gothenburg city center. It is a modern shopping center featuring speciality shops side by side with well-known chains as well as eateries.
Owner: Steen & Ström
No of tenants: 99
Turnover: mSEK 1,847
GLA: 44,000 sq m
Visitors: 5.4 million

2. ARKADEN GALLERIA
consists of more than 20 shops and restaurants on three levels, with a focus on fashion, design and home decor. There are stores such as Zara, Raglady, Benetton, lems, MQ, Mango, Tommy Hilfiger and Tesla. The mall has a long history, opening way back in 1899, but evolving over time to become what it is today.
Owner: Vasakronan
No of tenants: 21
Turnover: mSEK 386 (excl. Tesla)
GLA: 9,900 sq m
Visitors: 5.8 million

3. BACKAPLAN
Backaplan, located just north of Gothenburg's city center, is one of Sweden's largest shopping areas. It covers approximately 110,000 square meters and holds more than 120 stores. Backaplan is a public transportation hub and is easy to reach by car.
Owner: Skandia, Platzer, Erik Selin Fastigheter **No of tenants:** 116
Turnover: mSEK 2,882 **GLA:** 78,700 sq m **Visitors:** 6 million (2014)

4. FEMMAN
is a shopping mall in the center of Nordstan. On three floors there are attractive brands, cafés and restaurants, including Victoria's secret, H&M, H&M Home, Intimissimi, Joe & the Juice among others, and Lidl. The 16,500 sq.m mall, which underwent a complete renovation in 2016, has about 65 stores, restaurants and cafés that attract more than 12 million visitors annually.
Owner: Hufvudstaden
No of tenants: 63
Turnover: mSEK 693
GLA: 16,500 sq m
Visitors: 12,5 million

5. FREDSGATAN/FREDSTAN
Fredsgatan is in the retail heart of Gothenburg and the area around this main shopping street is known as "Fredstan". Working together strategically, the local landlords have evolved this destination into the most vibrant retail area in the region. Fredsgatan is a modern/international shopping street with stores such as Superdry, Levi´s, Chanel Beauty Store, Hugo Boss, Gant, Zara home, Vans, Nudie Jeans, Barry's Bootcamp, Mango, Na-Kd and many more.
Owner: Vasakronan, Hufvudstaden, Balder
No of tenants: 250
Turnover: mSEK N/A
GLA: 40,172 sq m
Visitors: 8 million

6. FRÖLUNDA TORG
Frölunda Torg offers over 200 stores just 15 minutes from the city center. It has everything from fashion, home décor and sporting goods to cosmetics and electronics. There are also several cafés and restaurants, as well as unique delicacies at the Salutorget food hall.
Owner: Skandia
No of tenants: 217
Turnover: mSEK 2,956
GLA: 56,675 sq m
Visitors: 11.7 million

7. HEDE FASHION OUTLET
A unique collection of premium shops with a wide selection of your favorite fashion, sportswear, interior and accessories brands including Adidas, Calvin Klein, Filippa K, Gant, Hugo Boss, J. Lindeberg, Morris, Peak Performance, Iittala, Samsonite, Sand Copenhagen and Tommy Hilfiger.
Owner: Via Outlets
No of tenants: 70
Turnover: mSEK N/A
GLA: 20,200 sq m
Visitors: 1.8 million (2018)

8. KUNGSMÄSSAN
The retail trade in the growing city of Kungsbacka, south of Gothenburg, is characterized by three separate shopping areas – Hede Fashion Outlet, Kungsmässan and the inner city. Kungsmässan is in the heart of Kungsbacka.
Owner: Aranäs
No of tenants: 81
Turnover: mSEK 1,515
GLA: 28,550 sq m
Visitors: 4.9 million

9. KONGAHÄLLA CENTER
A new retail destination in the municipality of Kungälv has opened in 2019 – just along the E6 motorway. This is the biggest mall investment in 10 years in the Gothenburg region and it consists of 77 retail stores and new residential units, which will be adjacent to the new travel center that also is planned for in this area.
Owner: Adapta, Alecta
No of tenants: 77
Turnover: mSEK N/A
GLA: 35,000 sq m
Visitors: N/A million

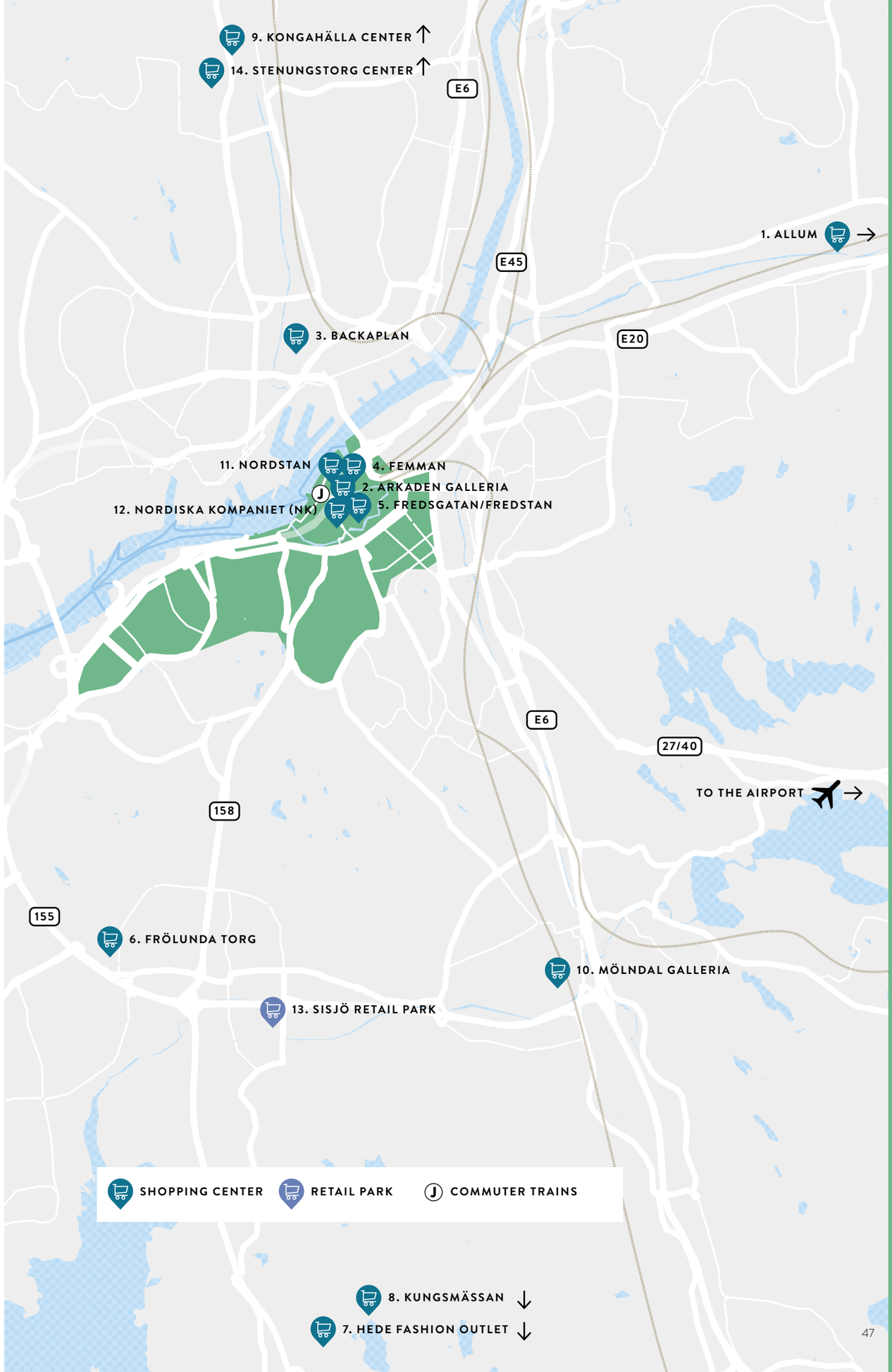
10. MÖLNDAL GALLERIA
Mölndal Galleria is a new, modern urban city gallery focusing on daily necessities, services and a generous food and beverage offering. Located in the city center of the fast growing Mölndal, and connected to a large hub for public transportation, the shopping center serves as the natural meeting place for people working and living in the neighborhood.
Owner: Citycon
No of tenants: 64
Turnover: mSEK N/A
GLA: 24,200 sq m
Visitors: N/A million

11. NORDSTAN
The largest shopping center 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 & Vasakronan
No of tenants: 200
Turnover: mSEK 4,200
GLA: 77,500 sq m
Visitors: 28.4 million

12. NORDISKA KOMPANIET (NK)
Located at Östra Hamngatan 42, this exclusive department store occupies four floors boasting the latest fashion, accessories, beauty products and interior design. Shop celebrated Swedish brands such as Dagmar, Whyred, Acne and Axel Arigato, as well as international premium brands such as Gucci, Kenzo, Loewe and many others. Enjoy lunch at NK's restaurant Swedish Taste, which is run by award winning chef Magnus Lindström and his colleague Totte Svanström, serving high-quality cuisine cooked from the freshest produce in a beautiful setting beneath vaulted ceilings from the 1700's. Finish with a 'fika' or glass of wine in one of our cosy cafés. NK offers style, inspiration and the latest trends in all that we do.
Owner: Hufvudstaden
No of tenants: 51
Turnover: mSEK 656
GLA: 10,160 sq m
Visitors: 2.2 million (2018)

13. SISJÖ 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: Alaska Holding
No of tenants: 80
Turnover: mSEK 2,744
GLA: 107,950 sq m
Visitors: N/A million

14. STENUNGSTORG CENTER
This center in the municipality of Stenungsund consists of many stores with a large variety of brands. The location is in a quiet marine environment just by the ocean.
Owner: Citycon
No of tenants: 72
Turnover: mSEK 830
GLA: 18,450 sq m
Visitors: 3.3 million



KEY RETAIL AREAS IN GOTHENBURG CITY CENTER

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 moat. 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 cosy 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 Röhsska, which offers an assortment of curated design items and prints. Here you will find flagship stores for Oscar Jacobson, Villeroy & Boch, 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, handicrafts, designer goods, books, children's clothing and fashion. The neighborhood merges into the Linné district.

LINNÉ

The Linné district extends from Järntorget Square to the hub Linnéplatsen, next to Slottsskogen, 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

This charming area inside the Moat is home to a mixture of small specialist shops and large chain stores. There are about 470 stores, and almost 200 restaurants and cafés, as well as more than 10 retreats for body and mind. The aroma of freshly roasted coffee drifts from Victoriapassagen, a narrow alley lined with charming small boutiques. Beyond, the cobbled Södra Larmgatan stretches all the way to Kungsportsplatsen and the old Market Hall (Saluhallen). The famous Feskekôrka fish market hall can be found a little further along the Moat. Kungsgatan, a mostly pedestrian street, offers a wide variety of shops, cafés and restaurants. Recently, Tesla motors opened a showroom here in the inner city. For example, Tesla has a showroom here and close by you can find the luxury brand Chanel Beauty Store.

MAGASINSTADEN/VALLGATAN

is the trendiest neighborhood in Gothenburg's inner city and is a popular meeting place for Gothenburg's citizens. Here you will find pleasant cafés, a wide selection of restaurants and bars, as well as shopping that offers both Scandinavian and local brands - Acne, Grandpa, Artillery, Norrgavel, Houdini, Vallgatan 12, Mini Rodini, Lester, Designtorget, Livly etc. GLA 3900 sqm.

FREDSTAN

is a shopping area centered on Fredsgatan, which also embraces the surrounding streets and squares. Fredstan is the crown jewel in Gothenburg's shopping. Working together strategically, the landlords have evolved the destination into the most vibrant retail area in the region.

VASASTAN

stretches from Avenyn to Haga and is characterized by grand stone buildings built between 1870 and 1920. This lively neighborhood includes everything from cosy 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 Härryda you can find Göteborg Landvetter Airport. Over 1.7 million square meters 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 in Partille, 7 kilometers 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 meters 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.

HÖGSBO-SISJÖN
Ongoing 2016–2021
With an area of 2 million square meters this is one of West Sweden's largest business areas. Högsbo–Sisjön today houses over 1,700 companies within 200 branches. The area is located just south of Gothenburg and continues to expand. The investments will lend the area a new character, with housing, offices, new retail space and hotels.

KARLASTADEN
Ongoing development
Gothenburg's first real skyscraper, Karlatornet, is currently under construction. When completed in 2021, it will be 245 meters in height, making it the tallest building in the Nordic region. In the same area, a new mixed district will take form, Karlastaden. This will be around ten new blocks with offices, apartments, shops, restaurants, schools and services.

5 million square meters is being developed in central Gothenburg alone, and the total investment volume for the entire region is estimated at SEK 1,000 billion. The largest sums will be invested in new housing, infrastructure, industry/production and retail.

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 meters.

NORDISKA KOMPANIET (NK)
Opening winter 2019/2020
Nordiska Kompaniet in Gothenburg is continuing its redevelopment journey with the completion and grand opening of its new lower ground floor in 2019. The lower ground floor now boasts exclusive departments in a modern setting and a restaurant beneath beautiful, vaulted ceilings from the 1700's. New departments include 'NK Inredning' (interior design), 'NK Travel Essentials' and 'NK Sko, Kem & Syservice' providing laundry, cobblery and sewing services. The restaurant 'Swedish Taste' is run by award-winning chef Magnus Lindström and his colleague Totte Svanström, and serves fine food made from the freshest ingredients. Lunch here is very popular, as well as restaurant events such as oyster & champagne evenings and cooking classes. Also recently opened on this floor are NK Hemma (homeware), NK Glas, Porslin & Kök (kitchen & cookware), NK Kaffe, Te & Choklad (gift shop focusing on fine teas, coffee & chocolate) and Lexington Home (homeware).

NYA HOVÅS RETAIL
Ongoing 2016–2021
This first-class retail area in the prosperous residential area in southern Gothenburg, about a 15–20 minute drive from Gothenburg city center, is set to boom during the coming years. Nya Hovås already receives some 100,000 visitors per month which is expected to increase. There are major plans for more retail space with a total of 50 well-sorted stores and more housing.

Nordiska Kompaniet (NK)
Photo: Hufvudstaden

The Avenue
Avenyn - main boulevard of Gothenburg

THE AVENUE – AVENYN – MAIN BOULEVARD OF GOTHENBURG
Ongoing expansion and development
Avenyn and its side streets are being developed to make room for even more shops, experiences and restaurants with international influences. This transformation aims to give visitors an exceptional range of choice within fashion, food and exciting art and culture concepts.

Karlastaden
Illustration: Serneke

MALMÖ

Diverse, young and flourishing

The gateway to Scandinavia, Malmö is southern Sweden's largest city and its growth center, offering access to 4 million regional consumers. With its proximity to continental Europe, Malmö is a modern and vibrant city, great for work, leisure, and business opportunities.

KEY FACTS MALMÖ

GRP/CAPITA** 398 tSEK

POPULATION
CITY 339,000
MALMÖ REGION* 1,362,000
GREATER COPENHAGEN** 4 MILLION

WORKFORCE 173,000

EMPLOYED WITHIN RETAIL 2018
16+ 33,400

STUDENTS* 78,000
GREATER COPENHAGEN** 145,000

COMPANIES
MALMÖ REGION*: 122,000
FOREIGN OWNED COMPANIES
IN MALMÖ REGION*: 2,500

COMMERCIAL
BEDNIGHTS 2018 1,9 million (+3%)

AVERAGE AGE 38,4

SINGLE HOUSEHOLDS 43,2%

AVERAGE INCOME 2017
20+ 260 tSEK

RETAIL SALES
CITY: 25,3 bSEK
REGION: 82 bSEK

** Skåne County*
*** Including Skåne and Eastern Denmark*

RETAIL SALES INDEX

	Daily goods	Non-daily goods	Total
Malmö	96	133	113
Sweden	100	100	100

Source: HUI Research, Handeln i Sverige, 2019

Photo: Justin Brown

SUSTAINABLE, SUCCESSFUL & STRATEGICALLY IMPORTANT

Located just 20 minutes from mainland Europe and Copenhagen, across the Öresund bridge, Malmö is Sweden's most European city. As the economic hub of the country's southernmost region, Skåne, it lies within the most densely populated part of Scandinavia.

Europe meets Scandinavia in Skåne, and the result is the best of both worlds—here, Swedish values and sensibilities are warmed by the influence of the multicultural mainland. Joined to Copenhagen via the Öresund Bridge and a shared economic area that is home to 4 million consumers, Malmö is a city rooted in diversity, ingenuity and togetherness. Known for its sustainability initiatives, innovative economy and superior quality of life, Malmö is an exciting new destination for any retail brand.

SWEDEN'S HAPPIEST CITY

Named Sweden's happiest city in 2016 by the European Commission, Malmö is also one of its most multicultural—more than 170 different nationalities call the city home. Drawn by its vibrant food and art scene, international reputation for supporting foreign-owned businesses, and numerous world-class universities in its vicinity, Malmö's population is young, diverse, highly educated, and growing. As a result, purchasing power and retail sales in Malmö are increasing.

The residents of Malmö are smart shoppers with a particular interest. New, hip, brands and Malmö's retail landscape offers a well-balanced mixture of city center malls, high street retail and larger city periphery shopping complexes to meet everyone's needs. This combination has made it the perfect place for both boutique and large international brands to establish. Recent newcomers to the scene include Normal, Afound, Apple, Zara Home, COS, &Other Stories, Slettvoll, Chanel, Hollister Co., and Desigual.

AN ATTRACTIVE DESTINATION FOR RETAIL TOURISM

The Öresund Bridge is the famous link between Malmö and Copenhagen, where people and goods flow freely and easily between Sweden and Denmark. Mutually beneficial for both cities, it is common for residents to travel between the countries daily for work, shopping, and entertainment. Malmö is an especially attractive city for Danes, who add approximately 5.8 Billion SEK to Skåne's tourism industry each year as they frequent Sweden's restaurants and retail centers.

Malmö is a popular city for international tourists in the Öresund Region as well, as it is easily explored by walking or cycling and provides plenty of opportunities for shopping and eating. Offering some of the mildest temperatures in all of Scandinavia, Malmö is a city that begs to be explored, from the high streets of the historic old town to the stunningly modern architecture of the waterfront Western Harbor.

A THRIVING HUB FOR GLOBAL BRANDS

In recent years, Malmö has established itself as a thriving hub for innovation and tech, drawing more startup investment in 2016 than any other Scandinavian non-capital. With nearly 10% of all Nordic headquarters located in Skåne — a figure two times higher than for Oslo, and 6 times higher than for Helsinki — it is a competitor in its own right. Global companies including Massive Entertainment, IBM, King, Dow, Mercedes-Benz, Vestas and Perstorp have all chosen Malmö for their regional headquarters. In the greater Skåne region companies such as Canon, Sony, Bosch, Borg Warner, The Absolut Company, Schneider Electric and Oatly have established offices.

SWEDEN'S MOST STRATEGIC SITE

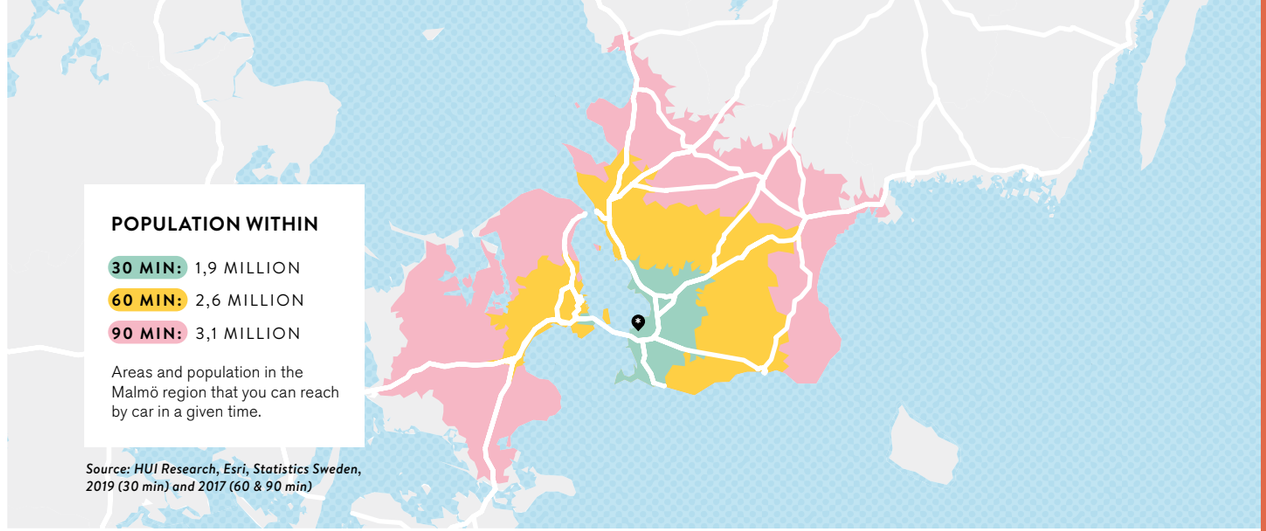
Malmö's position as the gateway to Scandinavia makes it one of the most strategic logistic positions in the Nordics, with one third of all trade in Sweden passing through the region. And a major new infrastructure project is set to make Malmö's location even more attractive. The Fehmarn Belt will create a seamless connection between Sweden and Germany when completed, making it the world's longest combined road and rail tunnel. The current journey takes between seven and eight hours, but the Fehmarn Belt will reduce travel times between Malmö and Hamburg to just three hours. The project is expected to be completed by 2030.

DUE TO BECOME EVEN MORE ATTRACTIVE

Malmö is making significant investment into sustainable urban development. The city is investing in electrical public transport, bike lanes and an additional 28,550 new homes in Malmö and the larger region.

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)
...greater region has largest labour market in Scandinavia and generates 25% of the countries GNP.
...has 14,500 people who commute daily over the Öresund Bridge. (2018)



Source: HUI Research, Esri, Statistics Sweden, 2019 (30 min) and 2017 (60 & 90 min)

NO.1
MALMÖ
HAS BEEN RANKED AS SWEDEN'S HAPPIEST CITY
Source: European Commission

The Öresund bridge
Photo: Janus Langhorn/imagebank.sweden.se

Lilla Torg
Photo: Invest in Skåne

NO.1
MALMÖ
LIFESTYLE AND WELFARE SECTOR, RECEIVES MOST REGIONAL CAPITAL INVESTMENT
Source: 2018 tech investment report, Invest in Skåne

NO.4
MALMÖ
WAS RECENTLY RANKED AS THE WORLD'S FOURTH MOST INVENTIVE CITY
Source: Forbes Magazine

"Malmö city is really evolving now that the Triangeln shopping center 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."

–Vasakronan, Property owner Triangeln

Skåne
Photo: Invest in Skåne

SHOPPING DESTINATIONS IN THE MALMÖ REGION

From city malls, retail parks and award-winning shopping centers; Malmö region has something for everyone.

1. BURLÖV CENTER
Located in Arlöv in the north-eastern corner of Malmö, this shopping center has 38,700 square meters of retail space. The 59 shops include Cubus, Din Sko, Lindex, MQ, Twilfit, Gina Tricot, Rusta, Elgiganten, Stadium, H&M, Ecco and Clas Ohlson.
Owner: Grosvenor Fund
No of tenants: 59
Turnover: mSEK 1,104
GLA: 41,800 sq m
Visitors: 3.3 million (2016)

2. EMPORIA
Emporia is the leading shopping center in Scandinavia. It has an international atmosphere, a full range of stores, and a well-developed service concept spread over three floors. Located in Malmö's most rapidly expanding district, Emporia is easily accessible thanks to the Hyllie 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.
Owner: Steen & Ström
No of tenants: 163
Turnover: mSEK 2,882
GLA: 70,200 sq m
Visitors: 7.3 million

3. 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 center a perfect place for business. C4 has 1,700 parking spaces, and 90 retail spaces.
Owner: Eurocommercial
No of tenants: 90
Turnover: mSEK 399
GLA: 40,000 sq m
Visitors: 3 million

4. GALLERIA CENTER SYD
Galleria Center Syd is a family destination with an ambition to be the most attractive choice for shopping in the region for families with children. Anchor tenants: ICA Maxi, Systembolaget, H&M, KappAhl, Lindex, NewYorker, Akademibokhandeln, Dressmann, Cubus, Cassels, Drakens Playground. Galleria Center Syd is part of a large commercial area.
Owner: NRF Sweden Holding (Cornerstone)
No of tenants: 80
Turnover: mSEK 1,363
GLA: 40,425 sq m
Visitors: 4 million (2017)

5. HANSA
Hansa is Malmö's luxury city mall with shopping, fashion, food, drinks and much more in the middle of Malmö city. Retailers include most of major brands, classics and newcomers alike. There are also several exciting brands, exclusively house here within the region, including, Chanel, COS, & Other Stories, Weekday, Monki, Odd Molly, Hope and Spirit Stores. There are also Systembolaget, ICA, cafés and restaurants.
Owner: Areim Fastigheter
No of tenants: 47
Turnover: mSEK 630
GLA: 12,450 sq m
Visitors: N/A million

6. 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 targeting consumers. Plans for extensive redevelopments make it one of the exciting retail areas in Malmö to watch.
Owner: A Group of Retail Assets Sweden
No of tenants: 24
Turnover: mSEK 358
GLA: 15,825 sq m
Visitors: 2.8 million

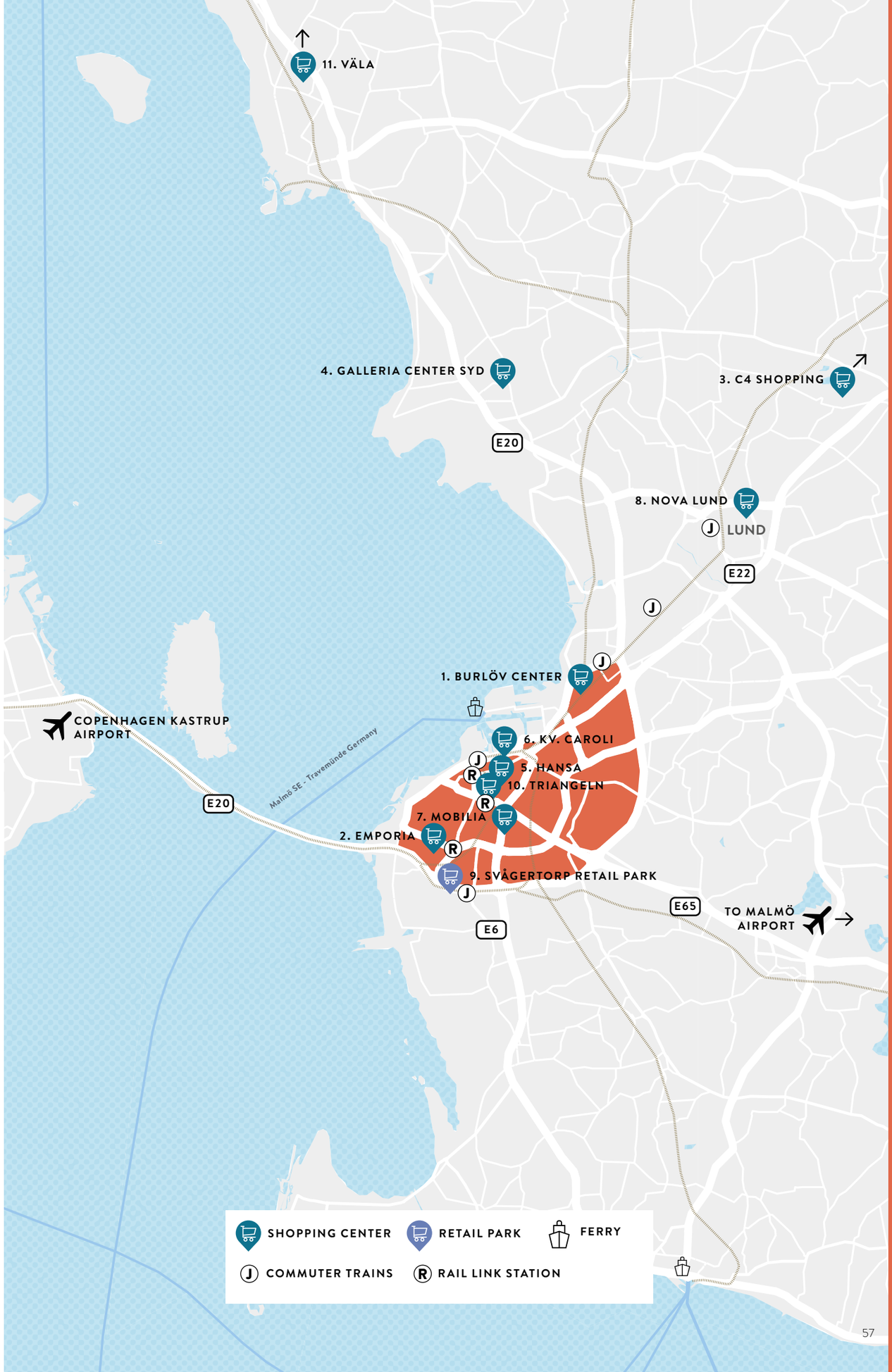
7. MOBILIA
This is one of Malmö's most comprehensive and accessible shopping centers. With over 100 shops and 2,000 parking spaces, it has a genuine atmosphere in which a strong Malmö tradition has evolved since the late 1960s. The center expanded in 2013, and the surrounding area is accorded strong priority in the development plans. Retailers include Best of Brands, Clas Ohlson and Åhléns.
Owner: Atrium Ljungberg
No of tenants: 107
Turnover: mSEK 1,818
GLA: 52,450 sq m
Visitors: 13.8 million (2017)

8. 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 meters were added in 2006. Its 78 shops center on fashion and include Esprit, H&M, Odd Molly, Jack & Jones, Dressmann and Vero Moda.
Owner: Nuveen
No of tenants: 78
Turnover: mSEK 1,074
GLA: 25,600 sq m
Visitors: 2.6 million

9. SVÅGERTORP RETAIL PARK
At the Svågertorp retail park you will find a large selection of shops catering for home construction, interior design, sporting goods and gardening. For example: Ilva, Bauhaus, Stof&Stil, K-rauta, Elgiganten and Stadium. IKEA has a new 44,000 square meter department store in the area, one of the largest IKEA stores in the world.
Owner: IKEA, SNREF, Aberdeen, Schroders
No of tenants: 47
Turnover: mSEK 3,838
GLA: 109,375 sq m
Visitors: N/A million

10. TRIANGELN
The most central shopping mall in Malmö city, directly above the Triangeln train station is 30 minutes from Copenhagen's central train station. After more than 25 years, Triangeln is still the largest marketplace in Malmö city center, drawing over 8 million visitors every year. It features a wide variety of shopping, with 120 shops, restaurants, cafés and other services, including H&M, XXL, Clas Ohlson, Joe & The Juice, Repeat and Volt.
Owner: Vasakronan
No of tenants: 120
Turnover: mSEK 1,040
GLA: 35,000 sq m
Visitors: 8.5 million

11. VÄLA
With its 200 shops located outside Helsingborg, Väla Centrum and Väla Norra brings you world-class shopping. Here shoppers will find both international chains and trendy local stores: Zara, Hugo Boss, Desigual, New Yorker, Filippa K, G-Star, Mango, J. Lindeberg and many more. Väla Center won the NCSC Nordic award for Best Nordic Shopping Center 2013. Väla continues to develop as a shopping area.
Owner: Skandia
No of tenants: 197
Turnover: mSEK 3,282
GLA: 89,825 sq m
Visitors: 11.8 million



KEY RETAIL AREAS IN MALMÖ CITY CENTER

Malmö offers a large selection of designer boutiques and young, trendy fashion retail and food outlets. Commercial pedestrian areas stretch from Stortorget along Södergatan, Skomakaregatan and Baltzarsgatan, past Gustav Adolfs Torg and Södertull, all the way down Södra Förstadsgatan to Triangeln and Möllevången. Most of the shopping districts are pedestrian only, and within walking distance.

CITY CENTER

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 major renovations, successfully combining new modern architecture with beautiful historic buildings, such as Kungalängan, the 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 good quality and tasty restaurants and coffee shops with flavors from all over the world.

Södergatan is one of the city's oldest streets - with a rich tapestry and a strong flow of people. The architecture of the buildings trace the history of Malmö, from the Flensburg House dating back from 1596 to Baltzar City opened in 2002. Baltzar City is in an attractive location in the middle of the city. The beautiful glass façade of the building 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 Bolia.com. Södergatan is also home to Åhléns 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 Baltzargatan meets Södergatan and becomes Skomakargatan, shoppers find high-end boutiques such as Marlene Birger, Lacoste, littala, Nespresso, Gagliardi and Whyred. On Baltzargatan you will smell the aroma of brewing coffee at the very popular Lilla Kafferosteriet housed in a charming 17th century yellow Swedish house.

The Form/Design Center is in Hedmanska Gården at Lilla Torg. Here you will find the best in Scandinavian design and local arts and crafts. Lilla Torg is a large outdoor area that is home to several of Malmö's best-known restaurants and clubs. The square is one of Malmö's busiest locations - no matter the season.

MÖLLAN

is Malmö's most colorful neighborhood with lively markets, shops and vibrant restaurants from all around the world. There are 177 different countries represented in Malmö, and they all meet in Möllevångstorget. When it comes to restaurants, you will find virtually the whole world represented here. Close to Möllevångstorget is also Malmö Chokladfabrik/Chocolate factory, Malmö Chocolate Museum and microbrewery Malmö Brygghus, all showcasing proud traditions from southern Sweden's long and renowned food and drink culture.

SÖDRA FÖRSTADSGATAN/TRIANGELN

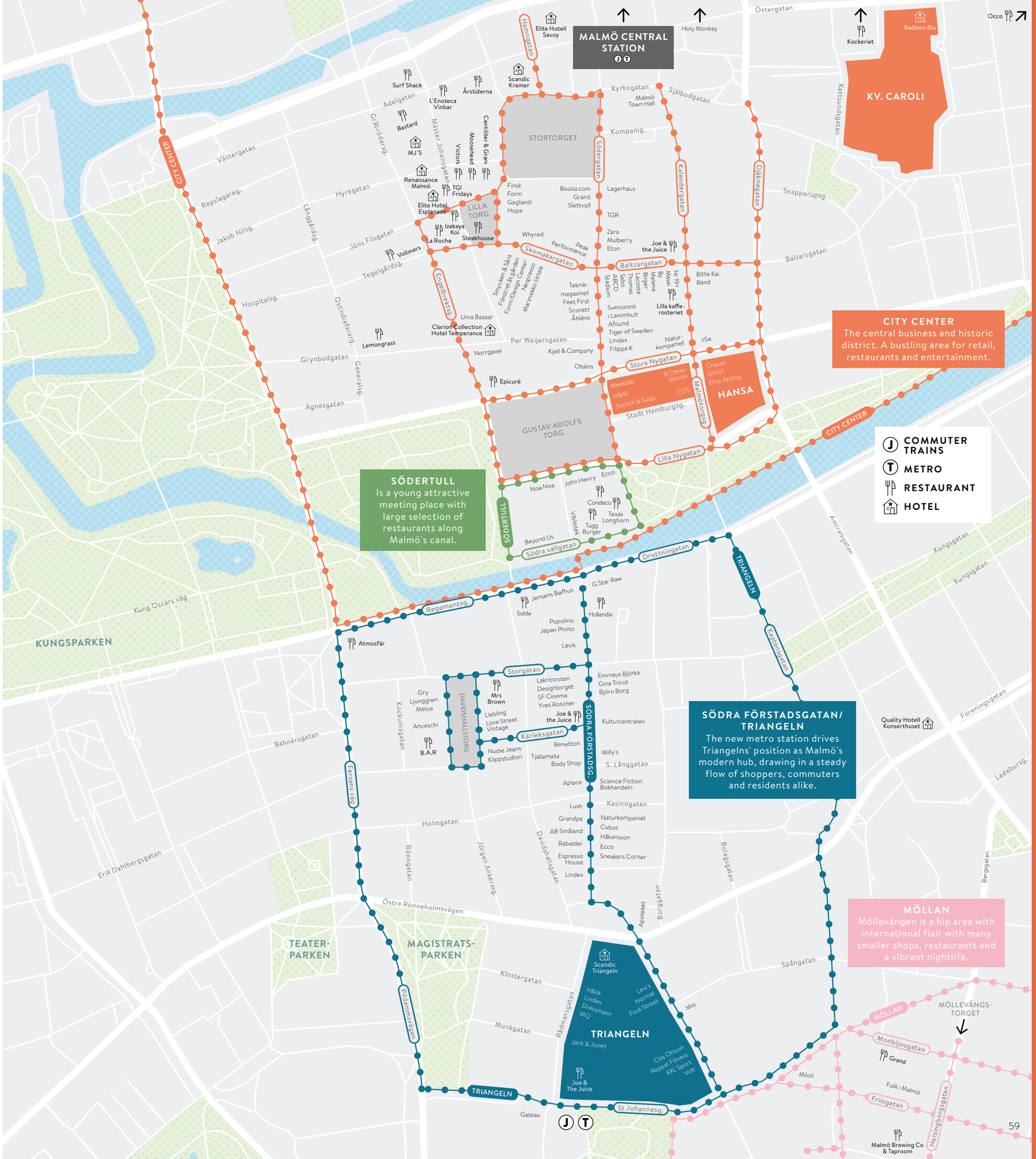
is a popular pedestrian shopping street that stretches from Davidshalls Bridge to the Triangeln shopping center, where you'll find Design Torget, Grandpa, Levis, Lakritsroten, AB Småland and Benetton.

Over recent years, many new restaurants, cafés and shops have popped up in the area around Davidshalls Torg. 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 favorite designer at Tjallamalla, Gry, Aplace, Anceschi or Liebling.

SÖDERTULL

Since the reconstruction in 2002, Södertull has become a meeting place in the south with proximity to water. Södertull is a favorite among sun-thirsty Malmö residents from the time temperatures start to rise in the spring to well into the fall. If you are hungry, there is a large selection of restaurants, fast food outlets and cafés, including Texas Longhorn, Condeco, Vibliotek and TUGG Burgers.

A new retail marketplace called Beyond Us is opening at Södertull in 2019. Beyond Us is 1000 sq.m. of innovative retail space - with a vibrant mixture of fashion, technology, lifestyle and interior design, with a particular focus on consumer experience. Every third month new and exciting brands will showcase new collections.



RETAIL DEVELOPMENT IN THE MALMÖ 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 HARBOR – HELSINGBORG

H+ is the largest urban renewal project in Helsingborg in modern times. The project will include 1 million square meters of old harbor 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 meters 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 center of 12,000 square meters with restaurants, cafés, 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 was recently completed, and tenants will be moving into the apartments in 2020.

C4 SHOPPING – KRISTIANSTAD

C4 Shopping opened in 2018 and is rolling out expansion in stages over the coming years. Located in Kristianstad, a city with strong commercial traditions, the new shopping center is in the center of a region with 300,000 inhabitants. Every year, about 3 million people drive through the C4, which makes the shopping center a perfect place for business. With its 70,000 square meters, 2,400 parking spaces, and 100 retail spaces it will be a commercial center 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.

"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 newspaper Sydsvenskan

NEW HARBOR DISTRICT – MALMÖ

At Malmö Central Station, the district of Nyhamnen 'New Harbor' begins. In the southern part of the station, there will be new neighborhood for quality urban lifestyles. The new neighborhoods, offices and homes are mixed with shops, bars and restaurants. The varying heights and expressions of the houses, green spaces and venues also give the neighborhoods a unique character. The developments will undoubtedly add to Malmö's new urban skyline with houses of up to sixteen floors. The district is expected to add 600 new homes and 1,700 new workplaces.

SCIENCE VILLAGE SCANDINAVIA – LUND

The land being developed around the two new research facilities, European Spallation Source (ESS) and Max IV covers 18 hectares. The plan is to build approximately 250,000 square meters GFA intended for use by businesses, research and educational facilities in the field of materials and life science research and innovation. University and college campuses, guest accommodation, research institutes, services, gyms, restaurants and cafés will be built on the plot. The buildings can be erected with up to seven or eight floors, in a variety of architectural styles. Find more information at www.sciencevillage.com.

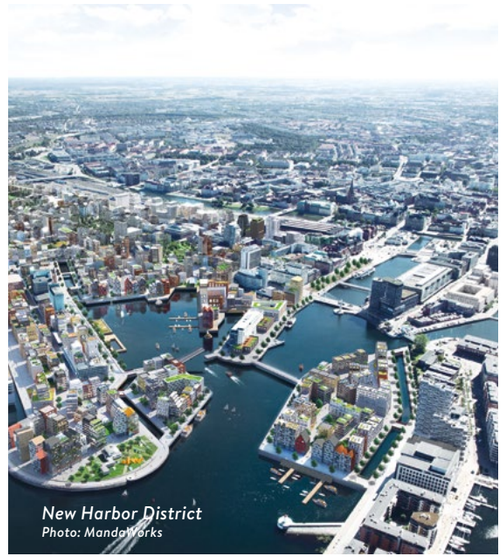
DID YOU KNOW THAT...

...in 2014, Malmö won two important prizes at MIPIM, one of the world's largest real estate fairs – Emporia for Best Shopping Center and Max IV for Best Future Project.

Science Village Scandinavia
Photo: FOJAB Arkitekter

C4 Shopping

Western Harbor District



New Harbor District
Photo: MandoWorks

H + and Ocean Harbour
Illustration: Jais Architects

Helsingborg is one of the fastest growing cities in the region. H+, Helsingborg's new waterfront district, is the largest urban renewal project in Helsingborg in modern times. Once an old harbor and industrial area, H+ is undergoing a transformation into a modern residential and business district.

Let us ASSIST YOU

Sweden is a stable but competitive economy where new ideas are welcome. Nonetheless, international expansion is an investment with potential returns and risks. Growing a business in a new market is a complex and dynamic process that must be approached strategically.

In Sweden there are several regional companies that act as partners to help international companies develop successful businesses in Sweden by providing strategic advice, information and hands-on support. Services are free of charge and in full confidentiality.

Foto: Superstudio D&D AB

Photo: Jennie Smith / mediabank.goteborgco.se

THREE STEPS FOR ESTABLISHING IN SWEDEN

Below is a three-step investment and trade facilitation process designed to help retailers evaluate and capitalize on potential investment opportunities with maximum ease and effectiveness. The role of the regional companies is to assist international retailers in each of the following steps.

1 DEFINE: BUSINESS OPPORTUNITY

The first step is to conduct a market and industry analysis and gain insights about the Swedish market. Understanding of the Swedish business climate, consumer behaviors, the industry sectors, operating costs, legal framework and more will allow for clearly defined business goals suited to the Swedish market.

2 SEARCH: MATCHING BUSINESS REQUIREMENTS

Having gained a solid market analysis and clearly defined goals, it is time to define the opportunities that best match specific business requirements; covering areas like location, technologies and potential partners. Regional companies contribute with regional and local networks and access to detailed data.

3 MEET: SWEDISH COMPANIES FOR ESTABLISHMENT SUPPORT

Finally, it is time to arrange meetings with Swedish companies and form strategic partnerships, R&D collaborations and other types of cooperation. It might also be a good idea to meet professional service providers, including partner companies that have collaborated in the creation of this report (see page 70), lawyers, accountants and recruitment specialists. This will help and provide support for establishment, such as information on how to set up and run a business in Sweden; including rules and regulations, legal entities, employment matters, taxes and more.

Gothenburg
Foto: Goteborg&co

"The ability to make things happen is extremely important if you are to expand globally."

-Henrik Bunge, CEO Björn Borg

Photo: Photo: Mikael Sjöberg

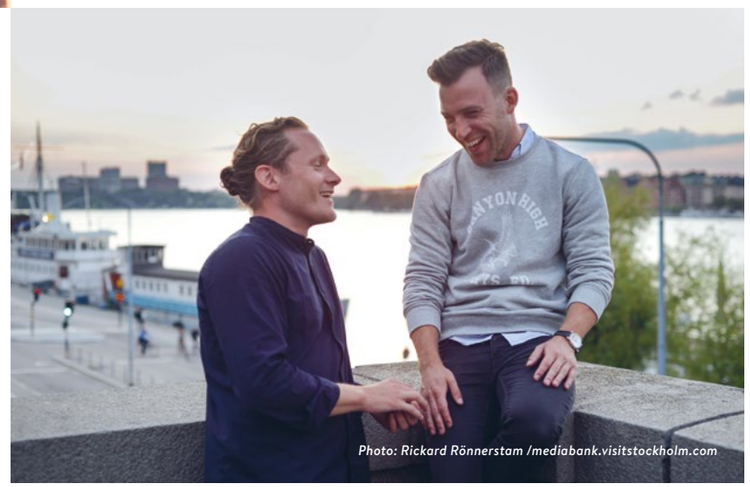


Photo: Rickard Rönnerstam /mediabank.visitstockholm.com

TOP 10

SWEDEN WAS THE ONLY COUNTRY IN THE NORDICS THAT MADE THE TOP TEN LIST OF INTERNATIONAL FRANCHISE ATTRACTIVENESS INDEX, 2019

Photo: Superstudio D&D / mediabank.goteborgco.se

ESTABLISHMENT FACTS

Setting up a business in Sweden is a straightforward process. Procedures are simple and efficient, based on a transparent system that seeks to facilitate the establishment of new enterprises.

WAY OF ENTERING THE MARKET
The most common way to enter the Swedish retail market is through direct ownership. Other ways include franchising and entering via shop-in-shops or testing the market through temporary pop-up stores. There has been strong growth in franchising in Sweden in recent years, especially in the retail, consulting and restaurant sectors.

FAVORABLE RENTAL CONDITIONS
There are no restrictions on foreign companies either buying or renting property in Sweden. Swedish commercial leases are generally standardized and for shorter periods (normally 3-5 years), providing flexibility to business tenants. Rents are normally constructed as a total sum for the space agreed and tend to involve quarterly payment in advance. The rent payable is usually turnover based or fixed. It is common for a minimum base rent to have a turnover element if sales exceed the base rent.

COMMERCIAL LEASES AND RENTS
Compared to other countries, tenants in Sweden have a strong legal position and leased offices are usually adjusted to the tenants' needs and wishes. 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.

International retailers tend to have longer opening hours than domestic ones, for example Uniqlo in central Stockholm is open until 8:00 p.m. Mon-Fri.

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. During the last year, opening hours have expanded in both high streets and shopping malls.

Typical opening hours for high streets are
10:00 a.m. – 7:00 p.m. Mon-Fri,
10:00 a.m. – 6:00 p.m. Sat,
11:00 a.m. – 6:00 p.m. Sun

For shopping malls opening hours are longer and tend to be the same all days of the week, until 8:00 p.m./9.00 p.m. For grocery stores opening hours vary, for example some in the larger inner cities are open between 07 a.m. – 10 p.m.

SALARY COSTS
The average salary for a full-time salesclerk is 25 900 SEK (about 2430 EUR), before taxes. 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 retail 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 percent of the population speaks English.

For more detailed information about how to expand to Sweden – please contact Business Sweden.

RETAIL RENTS 2018
SEK THOUSAND PER SQ M PA

City	Luxury District	Best Mass Market Street	Prime Shopping Center	Retail Parks
Stockholm	15'–22'	10'–25'	8'–12'	1.5'–2.0'
Gothenburg	9'-14'	7'-13'	5'–7'	1.3'–1.8'
Malmö	4'-5'	4'–5'	4'–5.5'	1.2'–1.6'

Source: CBRE, 2018

FOR COMPANIES WITH R&D OPERATIONS IN SWEDEN A REDUCTION IN EMPLOYER CONTRIBUTIONS IS AVAILABLE.

PAYROLL TAXES IN SWEDEN ARE ABOUT TO BE REDUCED SUBSTANTIALLY FOR YOUNGER PEOPLE AND PEOPLE WHO ARE NEWLY ARRIVED IN SWEDEN.

Bibliotekstan
Foto: Isabella Stuhl

Uppsala
Foto: Vasakronan

Advantages of the Swedish Business framework include: No restrictions or disadvantages for foreign investors, clear rules for employment and redundancy of employees, competitive corporate tax framework.

Source: Business Sweden, 2019

Photo: Peter Westrup, Vasakronan

Göteborg
Photo: Frida Winter / Göteborg & Co

Malmö
Photo: Aline Lessner/imagebank.sweden.se

Stockholm
Photo: Simon Paulin / imagebank.sweden.se

CONTACT INFORMATION

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

INVESTMENT ORGANIZATIONS

BUSINESS SWEDEN, the Swedish Trade and Investment Council, assists 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

CITY I SAMVERKAN STOCKHOLM (Stockholm city center partnership) is a non-profit membership organization that initiates, manages and executes city center projects in collaboration with local authorities, property owners and various city stakeholders. Together we strive for the best possible Stockholm City center experience.
www.cityisamverkan.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, tailormade data/ analysis and contacts facilitating the establishment and expansion of businesses in greater Gothenburg.
www.investingothenburg.com

INVEST IN SKÅNE is the official trade and investment 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 neighborhoods, 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 marketplaces such as Nordiska Kompaniet, Bibliotekstan, Fredstan, Femman and Nordstan.
www.hufvudstaden.se

PEMBROKE is an international real estate advisor that acquires, develops and manages properties and places on behalf of its investors. Over the past twenty years, we've built a portfolio that encompasses commercial and mixed-use environments in the world's leading cities. And the services we provide are just as important as our properties, because we create places that work for people. With creativity and foresight, we are dedicated to delivering solutions that generate real and sustainable value. We have been present in Stockholm and the Nordics since 2010, with our first acquisition in 2008.
www.pembroke.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 and Malmö. We believe wholeheartedly in city shopping, and with 310,000 sq. m. of retail space and over 765 retailers in our premises, we are the largest retail asset manager in Sweden. We offer attractive prime city retail premises. Please visit us at
www.vasakronan.se.

VIA OUTLETS create outlet shopping destinations to serve the growing consumer demand for premium shopping experiences. The fund is based in London and was created in 2014 to acquire existing outlet centers across Europe and enhance their performance so as to provide strong investment returns for its stakeholders. Together we establish unique partnerships of property, investments and retail experts.
www.viaoutlets.com

CONSULTANTS

CUSHMAN & WAKEFIELD Fuelled by ideas, expertise and dedication across borders and beyond service lines, we create real estate solutions to prepare our clients for what's next. Cushman & Wakefield is a leading global real estate services firm that delivers exceptional value by putting ideas into action for real estate occupiers and owners. Our Retail Services team consists of 1300 Retail professionals, who are experts in assisting in expansion for international brands and helping property owners to develop their commercial property portfolios.
www.cushmanwakefield.se

JLL is a leading professional services firm that specializes in real estate and investment management. Our vision is to reimagine the world of real estate, creating rewarding opportunities and amazing spaces where people can achieve their ambitions. In doing so, we will build a better tomorrow for our clients, our people and our communities. JLL is a Fortune 500 company with annual revenue of $16.3 billion, operations in over 80 countries and a global workforce of nearly 92,000 as of June 30, 2019. JLL is the brand name, and a registered trademark, of Jones Lang LaSalle Incorporated. In Sweden, JLL have offices in Stockholm and Gothenburg.
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