



Euromonitor  
International

# Experiential Luxury in Sweden

October 2023

Table of Contents

## Experiential Luxury in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Current retail value sales of experiential luxury on the rise in 2023

Luxury hotels dominates in 2023

Grand Group AB holds the lead in experiential luxury in 2022

#### PROSPECTS AND OPPORTUNITIES

Retail value sales increase expected over 2023-2028

Luxury hotels to shape the performance over the forecast period

#### CATEGORY DATA

Table 1 - Sales of Experiential Luxury by Category: Value 2018-2023

Table 2 - Sales of Experiential Luxury by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Experiential Luxury: % Value 2018-2023

Table 4 - LBN Brand Shares of Experiential Luxury: % Value 2019-2022

Table 5 - Forecast Sales of Experiential Luxury by Category: Value 2023-2028

Table 6 - Forecast Sales of Experiential Luxury by Category: % Value Growth 2023-2028

## Luxury Goods in Sweden - Industry Overview

### EXECUTIVE SUMMARY

Luxury goods in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

### MARKET DATA

Table 7 - Sales of Luxury Goods by Category: Value 2018-2023

Table 8 - Sales of Luxury Goods by Category: % Value Growth 2018-2023

Table 9 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023

Table 10 - NBO Company Shares of Luxury Goods: % Value 2018-2023

Table 11 - LBN Brand Shares of Luxury Goods: % Value 2019-2023

Table 12 - Distribution of Luxury Goods by Format and Category: % Value 2023

Table 13 - Forecast Sales of Luxury Goods by Category: Value 2023-2028

Table 14 - Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

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

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

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/experiential-luxury-in-sweden/report](http://www.euromonitor.com/experiential-luxury-in-sweden/report).