Welcome to SWEDEN

HEJ!
We are glad that you picked up this publication, as it means you are interested in learning more about retail opportunities in Sweden. The purpose of this guide is to give an overview and assist you in evaluating an entry into this dynamic market.

RETAIL GUIDE SWEDEN 2019/2020
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Photo: Tina Stafrén / imagebank.sweden.se
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.

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.

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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.

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

Sweden: The world’s most reputable country
(Source: Country Reptrak® Index, 2019)

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

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RANKING OF EUROPEAN COUNTRIES BY ENGLISH SKILLS

<table>
<thead>
<tr>
<th>Country</th>
<th>Index 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweden</td>
<td>70.7</td>
</tr>
<tr>
<td>Netherlands</td>
<td>68.4</td>
</tr>
<tr>
<td>Norway</td>
<td>70.3</td>
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<tr>
<td>Denmark</td>
<td>67.3</td>
</tr>
<tr>
<td>Luxembourg</td>
<td>66.3</td>
</tr>
<tr>
<td>Finland</td>
<td>65.9</td>
</tr>
</tbody>
</table>

Source: EF English Proficiency Index, 2018

SWEDEN

Retail turnover index: 112.2
Inhabitants: 10.2 M

NORWAY

Retail turnover index: 111.0
Inhabitants: 5.3 M

DENMARK

Retail turnover index: 103.7
Inhabitants: 5.8 M

FINLAND

Retail turnover index: 107.9
Inhabitants: 5.5 M

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

<table>
<thead>
<tr>
<th>EU28=100</th>
<th>Price level</th>
<th>GDP per capita</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iceland</td>
<td>164</td>
<td>133</td>
</tr>
<tr>
<td>Switzerland</td>
<td>159</td>
<td>157</td>
</tr>
<tr>
<td>Norway</td>
<td>155</td>
<td>150</td>
</tr>
<tr>
<td>Luxembourg</td>
<td>142</td>
<td>254</td>
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<tr>
<td>Denmark</td>
<td>138</td>
<td>126</td>
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<tr>
<td>Ireland</td>
<td>129</td>
<td>187</td>
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<tr>
<td>SWEDEN</td>
<td>127</td>
<td>121</td>
</tr>
<tr>
<td>Finland</td>
<td>123</td>
<td>110</td>
</tr>
<tr>
<td>UK</td>
<td>118</td>
<td>104</td>
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<tr>
<td>Netherlands</td>
<td>115</td>
<td>139</td>
</tr>
<tr>
<td>Austria</td>
<td>114</td>
<td>127</td>
</tr>
<tr>
<td>Belgium</td>
<td>113</td>
<td>115</td>
</tr>
</tbody>
</table>

Source: Eurostat, 2019

PURCHASING POWER PER CAPITA NORDIC CAPITALS, 2018

<table>
<thead>
<tr>
<th>Capital</th>
<th>Purchasing power index gross</th>
<th>Price level end rent</th>
<th>Earning level index gross</th>
<th>City rank out of 77 cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stockholm</td>
<td>96.4</td>
<td>79.8</td>
<td>85.8</td>
<td>22</td>
</tr>
<tr>
<td>Oslo</td>
<td>93.4</td>
<td>96.9</td>
<td>100.6</td>
<td>27</td>
</tr>
<tr>
<td>Copenhagen</td>
<td>95.5</td>
<td>94.4</td>
<td>101.3</td>
<td>30</td>
</tr>
<tr>
<td>Helsinki</td>
<td>82</td>
<td>84.1</td>
<td>75.2</td>
<td>31</td>
</tr>
</tbody>
</table>
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.

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.

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.

ATTRACTION 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.

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: 786,565 SEK
- 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

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

SWEDEN'S LARGEST CITY REGIONS

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 181,034 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 139,223 1.3%

Source: OECD, Rossave, Statistics Sweden, Government Offices of Sweden

DEMOGRAPHY - AGE STRUCTURE, 2018%

- 0-17: 23%
- 18-24: 8%
- 25-44: 34%
- 45-64: 23%
- 65+: 20%

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.

THE INTERNATIONAL SHOPPING EVENT BLACK FRIDAY
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.

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
- Gysno
- Sandro
- Suitsupply
- Uniqlo

IN SWEDEN:
46,000 PHYSICAL STORES
250,000 EMPLOYEES WITHIN THE RETAIL TRADE
390 SHOPPING CENTERS/TRADE AREAS

Retail SALES and GDP DEVELOPMENT

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019 (f)</th>
<th>2020 (f)</th>
<th>2021 (f)</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP</td>
<td>2.4%</td>
<td>1.5%</td>
<td>1.3%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Private consumption</td>
<td>1.2%</td>
<td>0.7%</td>
<td>1.3%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Total retail trade</td>
<td>2.7%</td>
<td>2.5%</td>
<td>2.0%</td>
<td>-</td>
</tr>
<tr>
<td>Groceries</td>
<td>3.4%</td>
<td>3.5%</td>
<td>2.5%</td>
<td>-</td>
</tr>
<tr>
<td>Retail trade (incl groceries)</td>
<td>1.9%</td>
<td>2.0%</td>
<td>1.5%</td>
<td>-</td>
</tr>
</tbody>
</table>


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


Photo: Victor Gårdsäter / mediabank.visitstockholm.com
Photo: Superstudio D&D / mediabank.goteborgco.se

Source: SEB Nordic Outlook 2019, HUI Research 2019

Photo: Victor Gårdsäter / mediabank.visitstockholm.com

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.

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

PERCENTAGE OF CONSUMERS THAT E-COMMERCE PER SEGMENT

E-COMMERCE SALES AND GROWTH PER SEGMENT

- Home electronics 12% 15.6
- Clothes & shoes 13% 11.6
- Groceries 22% 5.8
- Books & media 6% 4.6
- Decorations & furniture 23% 3.3
- Sports & leisure 20% 2.5
- Toys & children articles 7% 2.5

Turnover per segment online 2018 (billion SEK)

Growth per segment 2017-2018

E-COMMERCE SALES AND GROWTH PER SEGMENT

PERCENTAGE OF CONSUMERS THAT E-COMMERCE PER SEGMENT

- Clothes & shoes
- Beauty & health
- Books & media
- Home electronics
- Groceries
- Decorations & furniture
- Sports & leisure
- Tools for car, boat & MC
- Toys & children articles

Total From Swedish retailers From foreign retailers

Source: E-barometern PostNord 2019, Q2

E-COMMERCE TURNOVER, BILLION SEK

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<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Turnover</td>
<td>146.1</td>
<td>172.1</td>
<td>185.0</td>
<td>207.7</td>
<td>247.7</td>
<td>277.0</td>
<td>317.0</td>
<td>377.0</td>
<td>429.0</td>
<td>479.0</td>
<td>479.0</td>
<td>448.0</td>
</tr>
</tbody>
</table>

Source: E-barometern PostNord 2019, 2019


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.
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.

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.

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

Source: Sustainable Brand Index 2018

“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

CONSUMERS IN SWEDEN

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

CASE: SELLPY

Sellpy is a fast-growing startup that offers an online selling service and e-commerce for second-hand 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

“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)
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.

“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.

TOP COUNTRIES VISITING SWEDEN

<table>
<thead>
<tr>
<th>Country</th>
<th>Overnight stays absolute numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norway</td>
<td>3 491 585</td>
</tr>
<tr>
<td>Germany</td>
<td>3 090 680</td>
</tr>
<tr>
<td>Denmark</td>
<td>1 310 974</td>
</tr>
<tr>
<td>USA</td>
<td>873 262</td>
</tr>
<tr>
<td>UK</td>
<td>833 860</td>
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<tr>
<td>Netherlands</td>
<td>735 118</td>
</tr>
<tr>
<td>Finland</td>
<td>587 367</td>
</tr>
<tr>
<td>Switzerland</td>
<td>397 538</td>
</tr>
<tr>
<td>China</td>
<td>347 365</td>
</tr>
<tr>
<td>France</td>
<td>327 451</td>
</tr>
</tbody>
</table>

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

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

18
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.

RESTAURANT TURNOVER PER YEAR & SEK

<table>
<thead>
<tr>
<th>Year</th>
<th>SEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
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<tr>
<td>2017</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>136</td>
</tr>
</tbody>
</table>

Source: HUI Research, Handeln i Sverige 2019

RESTAURANT TURNOVER PER YEAR & SEK

<table>
<thead>
<tr>
<th>Year</th>
<th>SEK</th>
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<tbody>
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<td>2017</td>
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</tr>
<tr>
<td>2018</td>
<td>136</td>
</tr>
</tbody>
</table>

Source: HUI Research, Handeln i Sverige 2019

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

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

- 35% Stockholm
- 36% Gothenburg
- 40% Malmö

Source: Visita, 2018

Interestingly new openings over the past few years:

- Jungle Juice Bar
- Cicio’s
- Ben & Jerry’s
- Cinnabon
- Eataly
- Egon Restaurant
- Joe & the Juice
- Lett
- Lindt
- Picard
- Wagamama
- Holy Monkey
- Misshumashhu
- LAventuro
- TUGG Burgers
- Holy Greens

Source: Food & Friends, 2019

Photo: Tina Stafrén / imagebank.sweden.se
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 of Sakos and Smooshes

“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.”

– Ido Strom, 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.
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.

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.

“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)
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)

“I am an advocate of the Swedish market, which is 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

ZALANDO IS CURRENTLY PILOT TESTING REUSABLE PRODUCT PACKAGING FOR THEIR DELIVERIES IN THE NORDICS (SEPT 2019)

RANKING 2ND IN THE WORLD IN THE 2019 DIGITAL ECONOMY AND SOCIETY INDEX (DESI)

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
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

<table>
<thead>
<tr>
<th>Key Fact</th>
<th>Number/Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRP/CAPITA*</td>
<td>629 tSEK</td>
</tr>
<tr>
<td>POPULATION</td>
<td></td>
</tr>
<tr>
<td>CITY 960,060</td>
<td></td>
</tr>
<tr>
<td>COUNTY 2.4 million</td>
<td></td>
</tr>
<tr>
<td>WORKFORCE*</td>
<td>1.3 million</td>
</tr>
<tr>
<td>EMPLOYED WITHIN RETAIL 2018</td>
<td></td>
</tr>
<tr>
<td>16+ - 78,000</td>
<td></td>
</tr>
<tr>
<td>STUDENTS*</td>
<td>71,000</td>
</tr>
<tr>
<td>COMPANIES*</td>
<td>326,000</td>
</tr>
<tr>
<td>FOREIGN OWNED COMPANIES*</td>
<td>9,000</td>
</tr>
<tr>
<td>EMPLOYEES AT FOREIGN OWNED COMPANIES 2018**</td>
<td>228,000</td>
</tr>
<tr>
<td>COMMERCIAL BEDNIGHTS 2018*</td>
<td>14.6 million</td>
</tr>
<tr>
<td>AVERAGE AGE</td>
<td>39.3</td>
</tr>
<tr>
<td>HIGHLY EDUCATED PEOPLE</td>
<td>59%</td>
</tr>
<tr>
<td>SINGLE HOUSEHOLDS</td>
<td>44%</td>
</tr>
<tr>
<td>AVERAGE INCOME</td>
<td></td>
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<tr>
<td>16+ - 348.2 tSEK</td>
<td></td>
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<tr>
<td>20+ - 363 tSEK</td>
<td></td>
</tr>
<tr>
<td>RETAIL SALES*</td>
<td></td>
</tr>
<tr>
<td>City: 71.5 bSEK</td>
<td></td>
</tr>
<tr>
<td>Region: 200 bSEK (20% of total Sweden)</td>
<td></td>
</tr>
</tbody>
</table>

* Stockholm County  ** Greater region

Source: Invest Stockholm, HUI Research, Statistics Sweden

RETAIL SALES INDEX

<table>
<thead>
<tr>
<th></th>
<th>Daily goods</th>
<th>Non-daily goods</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stockholm</td>
<td>104</td>
<td>123</td>
<td>113</td>
</tr>
<tr>
<td>Sweden</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: HUI Research, 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 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.

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, Klarra, King, Mojang, and Zettle.

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 is one of the cleanest cities in the world.

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SHOPS 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, BlaBla and Elgiganten. The anchor tenants include IKEA, ICA Maxi, BlaBla, Media Markt, Systembolaget.
Owner: IKEA, BNP Paribas
No of tenants: 99
Turnover: mSEK 5,204
GLA: 122,600 sq m
Visitors: 24,500,000

2. BROMMA BLOCKS
Popular shopping with 76 stores in the former hangars of Bromma Airport. Example of retailers: H&M, Clas Ohlson, Stadium, Lindex and Rituals.
Owner: CBRE Global Investors Nordic
No of tenants: 79
Turnover: mSEK 3,176
GLA: 90,775 sq m
Visitors: 7,000,000

3. FARSTA CENTRUM
The suburb of Farsta was created over 50 years ago as a community where work, housing and retail were 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: Atlan Ljungberg
No of tenants: 100
Turnover: mSEK 2,468
GLA: 71,975 sq m
Visitors: 18,000,000

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: MaxMara, Massimo Dutti, and ICA. Heron City also has a huge cinema complex and bowling alley.
Owner: CMCEV co-owned by Capman Real Estate/Värnamo/Cenvando
No of tenants: 36
Turnover: mSEK 4,250
GLA: 46,350 sq m
Visitors: 6,500,000 (2016)

5. KUNGENS KURVA
Kungens Kurva offers 73 shops, restaurants and entertainment outlets. In addition to large stores such as IKEA, Elgiganten, and ToyRus the area houses a 25,000-square meter shopping center, a tennis park and easy access to the nearby Heron City.
Owner: IKEA, Baxter, ICA Food Service, G&K Blänska, Svenska Handelsfastigheter
No of tenants: 73
Turnover: mSEK 5,362
GLA: 171,460 sq m
Visitors: 20,000,000 (2014)

6. LILJEHOLMSTORGET
Liljeholmskajen Galleria has created 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: Cityjon
No of tenants: 15
Turnover: mSEK 1,000
GLA: 27,625 sq m
Visitors: 9,800,000

7. HACKA FORUM
Hacka Forum features fashion and interior design stores, restaurants, grocery stores, and cafes spread over four levels. Services include library, banks, healthcare and offices space. A new metro line leading to Hacka Forum will be completed by 2025.
Owner: Unibail-Rodamco-Westfield
No of tenants: 158
Turnover: mSEK 1,560
GLA: 45,950 sq m
Visitors: 6,700,000

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, Designgalleri Urban Deli, Bookbinders Design, Naturkompaniet, Best of Brands.
Owner: Atlan Ljungberg
No of tenants: 168
Turnover: mSEK 3,166
GLA: 78,255 sq m
Visitors: 14,000,000 (2017)

9. SKHLM SKÄRHOLMEN CENTRUM
Solna Centrum comprises 119 stores, cafes and restaurants as well as an enormous adventure playground. Example of anchor tenants: Akademibokhandel, Dressmann, Gustafsd and Latsa.
Owner: Unibail-Rodamco-Westfield
No of tenants: 119
Turnover: mSEK 1,100
GLA: 38,075 sq m
Visitors: 6,900,000

10. TÄBY CENTRUM
Täby Centrum is a hub for suburbs north of Stockholm. It features entertainment, including a newly refurbished cinema and Sweden’s largest outdoor adventure golf facility. The center has welcomed several new market entries in recent years, including Apple Store, Tesla and Sephora.
No of tenants: 80 shops, cafes and restaurants.
Owner: Unibail-Rodamco-Westfield
No of tenants: 246
Turnover: mSEK 2,359
GLA: 72,825 sq m
Visitors: 12,700,000

11. VÄLLINGBY CENTRUM
Vällingby Centrum comprises a solid offer of entertainment, services, food and culture. Visitors 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: Swedbank Blockley
No of tenants: 157
Turnover: mSEK 1,837
GLA: 50,126 sq m
Visitors: 18,400,000 (2017)

12. 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 Gallery TM 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: 14,900,000

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No of tenants: 80 shops, cafes and restaurants.
No of tenants: 246
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GLA: 72,825 sq m
Visitors: 12,700,000

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GLA: 96,525 sq m
Visitors: 14,900,000

UPPSALA CITY SHOPPING

GÅGATAN

Gävle is a very popular shopping district in Uppsala, with stores open seven days a week.

About Uppsala

Uppsala is the fourth largest city in Sweden with over 200,000 inhabitants, distinguished for having over 40,000 students, which gives the city a vibrant atmosphere. Retail in the city is mainly divided between Gävland (Svarlbäcksgatan/Kungsgångsgatan) and Dragarbrunnsgratan. Uppsala is close to Stockholm, only 40 min by commuter train.

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Uppsala is the fourth largest city in Sweden with over 200,000 inhabitants, distinguished for having over 40,000 students, which gives the city a vibrant atmosphere. Retail in the city is mainly divided between Gävland (Svarlbäcksgatan/Kungsgångsgatan) and Dragarbrunnsgratan. Uppsala is close to Stockholm, only 40 min by commuter train.

About Uppsala

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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. **FALTOVERSTEN**
   - In the heart of Östermalm, one of the most upmarket residential areas in Stockholm, is the largest concentration of private wealth in Stockholm.
   - Located in the heart of Södermalm, one of the trendiest and most innovative districts of Stockholm.
   - Owner: AMF Fastigheter; No. of tenants: 40; Turnover: mSEK 1,315 GLA: 17,891 sq m; Visitors: 8.7 million

2. **GALLERIAN**
   - The former headquarters of the Swedish tax authority is a retail space that includes areas for pop-up concepts.
   - Owner: Vasakronan; No. of tenants: 28; Turnover: mSEK 1,260 GLA: 11,800 sq m; Visitors: 12 million

3. **GALLERIAN SKRAPAN**
   - The new building has opened in 2016 and it is located on the site of the former Skrapan department store.
   - Owner: Bonnier Fastigheter; No. of tenants: 20; Turnover: mSEK 775; GLA: 4,150 sq m; Visitors: 8.9 million

4. **HORNSTULL**
   - Located in the dandystyle Slussen area, Gallerian has been a meeting point for discerning Swedes just as “Skrapan,” offers a wide range of shops, as well as the well-known Swedish gym brand Friskis & Svettis.
   - Owner: Vasakronan; No. of tenants: 28; Turnover: mSEK 1,260 GLA: 11,800 sq m; Visitors: 12 million

5. **RINGEN CENTRUM**
   - Located in the heart of Södermalm, one of the trendiest and most innovative districts of Stockholm.
   - Owner: AMF Fastigheter; No. of tenants: 57; Turnover: mSEK 1,100; GLA: 12,823 sq m; Visitors: 5.8 million

### DEPARTMENT STORES

1. **ÅHLÉNS CITY**
   - Located in the heart of Södermalm, one of the trendiest and most innovative districts of Stockholm, is the largest concentration of private wealth in Stockholm.
   - Stockholmers can enjoy a wide range of services and shopping experiences in the Åhléns City department store.

2. **COMMUTER TRAINS**
   - Commuter trains and underground trains are an essential part of Stockholm’s transport network, providing reliable and convenient transportation for residents and visitors alike.

3. **METRO**
   - The Stockholm Metropolitan area is a shopping mall in the heart of Södermalm, one of the most urban and of fervor districts in Stockholm. Comprising more than 45 shops that together create an exciting mix 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. In June 2017, Stockholm’s new public square, Grand Escalier and Sturebadet Spa.

4. **STOCKHOLMS CENTRALSTATION**
   - Located in the heart of Södermalm, one of the trendiest and most innovative districts of Stockholm.
   - Owner: AMF Fastigheter; No. of tenants: 47; Turnover: mSEK 600 GLA: 10,077 sq m; Visitors: 8.9 million
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 Fish, Luzerna. Footfall**: Stockholm station: Fri: 40,000 Sat: 35,000.

**STOCKHOLM CENTRAL STATION**

In the days leading up to Waterfront Congress there are plans to extend the metro network using the recently opened U-Bahn, and new lines from north to south. The famous BIBLIOTEKSTAN, located at the eastern edge of the station, is where libraries, shops and restaurants meet. A place to relax and enjoy a good book. The orids a unique lifestyle hotel, several top restaurants and Stockholm’s most central Footfall**: Stockholm station: Fri: 40,000 Sat: 35,000.

The Kungliga Operan, home to Stockholm’s national Opera and芭蕾舞团, is an iconic building on the north side of the station. The hotel nearby is the Radisson Blu. Footfall**: Radisson Blu: Fri: 40,000 Sat: 40,000.

**THE LUXETTE**

A brand new luxury hotel on the north side of the station. Footfall**: Luxette: Fri: 15,000 Sat: 10,000.

**MÄSTER SAMUELSGATAN**

A popular shopping street that runs from Kungsgatan through Mäster Samuelsgatan, with the lifestyle galleria Holy Greens, BoConcept, Starbucks and Haglöfs. Footfall**: Mäster Samuelsgatan: Fri: 20,000 Sat: 15,000.

**GAMLA BROGATAN**

Footfall*: Norrlandsgatan: Fri: 17,000 Sat: 15,000.

**VASAGATAN**

Footfall*: Hamngatan and Kungsgatan.

**GÄSTGIVAR**

Footfall*: Regeringsgatan: Fri: 20,000 Sat: 15,000.

**KUNGSGATAN**

Footfall*: Kungsgatan: Fri: 40,000 Sat: 40,000.

**HAMNGATAN**

Footfall*: Hamngatan: Fri: 20,000 Sat: 15,000.

**DROTTNINGGATAN**

Footfall*: Drottninggatan: Fri: 80,000 Sat: 75,000.

**NORRLANDSGATAN**

Footfall*: Norrlandsgatan: Fri: 5,000-15,000.

**DROTTNINGGATAN**

Footfall*: Drottninggatan: Fri: 80,000 Sat: 75,000.

**GAMLA BROGATAN**

Footfall*: Gamla Brogatan: Fri: 10,000 Sat: 10,000.

**VASAGATAN**

Footfall*: Vasagatan: Fri: 5,000-15,000.

**GÄSTGIVAR**

Footfall*: Gästgivaren: Fri: 11,000 Sat: 10,000.

**HAMNGATAN**

Footfall*: Hamngatan: Fri: 55,000 Sat: 50,000.

**GÄSTGIVAR**

Footfall*: Gästgivaren: Fri: 11,000 Sat: 10,000.

**DROTTNINGGATAN**

Footfall*: Drottninggatan: Fri: 80,000 Sat: 75,000.

**NORRLANDSGATAN**

Footfall*: Norrlandsgatan: Fri: 5,000-15,000.

**DROTTNINGGATAN**

Footfall*: Drottninggatan: Fri: 80,000 Sat: 75,000.

**NORRLANDSGATAN**

Footfall*: Norrlandsgatan: Fri: 5,000-15,000.

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Footfall*: Norrlandsgatan: Fri: 5,000-15,000.

**DROTTNINGGATAN**

Footfall*: Drottninggatan: Fri: 80,000 Sat: 75,000.

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**DROTTNINGGATAN**

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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 roof-top bar and alfresco 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 cafes 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.
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.

STOCKHOLM
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, KPI 2019, Statistics Sweden 2018

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 revitalise 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 MÅTGALLERIA is located on Dragarbrunngatan, which has a flow of 4.2 million visitors each year. There are 10 restaurants and cafes in the food gallery/mall, including Tugg Burger, Choco Mania, Zicaco and Hemköp.
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**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
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<tbody>
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<td>GRP/CAPITA*</td>
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<td>POPULATION</td>
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<td>HIGHLY EDUCATED PEOPLE</td>
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<td>SINGLE HOUSEHOLDS</td>
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<td>AVERAGE INCOME</td>
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<td>RETAIL SALES*</td>
<td>103.8 bSEK</td>
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* Gothenburg Region
Source: Business Region Göteborg, AllResearch, Statistics Sweden

**RETAIL SALES INDEX**

<table>
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<th></th>
<th>Daily goods</th>
<th>Non-daily goods</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Gothenburg</td>
<td>102</td>
<td>129</td>
<td>115</td>
</tr>
<tr>
<td>Sweden</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: HUI Research: Handeln i Sverige, 2019
GOTHENBURG

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 108,000 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, Superydry and Victoria’s Secret. Gothenburg is increasingly making waves on the fashion scene. It is the birthplace of global brands Nudie Jeans, Monki, Elke, 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.

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 ground-breaking 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.

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

“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.

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

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

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

POPULATION WITHIN 50 MIN: 0.9 MILLION
60 MIN: 1.3 MILLION
90 MIN: 1.7 MILLION
Areas and population in the Gothenburg region that you can reach by car in a given time.
SHOPTING 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 specially shops side by side with well-known chains as well as eateries.

Owner: Sleem & Störm
No of tenants: 29
Turnover: mSEK 1,847
GLA: 44,000 sq m
Visitors: 5.6 million

2. ARKADEN GALLERIA

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, H&M, Mango, Tommy Hilfiger and Tesla. The mall has a long history, opening way back in 1959, but evolving over time to become what it is today.

Owner: Vasakronan
No of tenants: 21
Turnover: mSEK 386 (excl Tesla)
GLA: 9,000 sq m
Visitors: 5.8 million

3. BACKPLAN

Backplan, 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. Backplan is a public transportation hub and is easy to reach by car.

Owner: Skanda, Pladis, Erik Sefr
Fastighetsbolag No of tenants: 116
Turnover: mSEK 2,882
GLA: 78,700 sq m
Visitors: 8 million (2014)

4. FEMMEN

is a shopping mall in the center of Nordstan. On three floors there are attractive brands, cafes and restaurants, including Victoria’s secret, H&M, H&M Home, Intimissimi, Zara, and their own stores.

Owner: Hufvudstaden
No of tenants: 63
Turnover: mSEK 693
GLA: 16,600 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 Stores, Hugo Boss, Gant, Zara home, Vans, Nude 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: 6 million

6. FROLUNDA TORG

Frolunda Torg offers over 200 stores just 15 minutes from the city center. It has everything from fashion, home decor and sporting goods to cosmetics and electronics. There are also several cafes and restaurants, as well as unique delicacies at the Salutorget food hall.

Owner: Skanda
No of tenants: 217
Turnover: mSEK 2,956
GLA: 95,675 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 Outlet
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 – Heide Fashion Outlet, Kungsmassan and the inner city. Kungsmassan is in the heart of Kungsbacka.

Owner: Aramis
No of tenants: 81
Turnover: mSEK 1,516
GLA: 28,550 sq m
Visitors: 4.9 million

9. KONGAHÄLLA CENTER

A new retail destination in the municipality of Kungsåra 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: Citygarden
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 (2018)

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 Tolle Sandström, 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 cafes. NK offers style, inspiration and the latest trends in all that we do.

Owner: Hufvudstaden
No of tenants: 51
Turnover: mSEK 666
GLA: 10,160 sq m
Visitors: 3.2 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: Alskua Holding
No of tenants: 86
Turnover: mSEK 2,744
GLA: 107,950 sq m
Visitors: N/A million

14. STENUNGSTORGS 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: Citygarden
No of tenants: 72
Turnover: mSEK 830
GLA: 18,450 sq m
Visitors: 3.3 million

From inner city shopping areas to regional retail parks and outlets, here are some of the region’s popular shopping destinations.
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 5 million Gothenburg natives and tourists every year. The boulevard and its side streets are lined with numerous cozy cafés, renowned restaurants and popular bars. In summer, Avenyn becomes even livelier as the pavements fill up with sunny terrace bars, cafés and striking 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 Rökhuset, 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 Napapress.

**HAGA**

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 cafes. 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.

**THE INNER CITY**

The Linné district extends from Järntorget Square 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 Länggatan are dotted with urban fashion stores, vintage boutiques, record shops, antique shops, pubs and restaurants.

**MAGASINSTADEN/VÄLLEGATAN**

This charming area inside the Mäst 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 nightclubs for body and mind. The aroma of freshly roasted coffee drifts from Victoria passagen, a narrow alley lined with charming small boutiques. Beyond, the old-fashioned Södra Larmgatan stretches all the way to Kungsportsplan and the old Market Hall (Sakskällen). The famous Feskekörka fish market hall can be found a little further along the Moat. Kungsportsplan is mostly pedestrian street, offers a wide variety of shops, cafés and bars. 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.

**FREDSTAN**

The trendy 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, Pinetti, Houdini, Valfaglan 10, Mini Rodins, Lextor, Designinget, Lisey etc. GLA 3900 sqm.

**VASASTAN**

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

**VASAPARKEN**

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

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

AIRPORT CITY GÖTEBORG
Ongoing development
In 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. About 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.

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 & Sy Service’ providing laundry, cobbler and sewing services. The restaurant ‘Swedish Taste’ is run by award-winning chef Magnus Lindström and his colleague Torleif 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.

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.
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 399,000
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*: 132,000
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

RETAIL SALES INDEX

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<th>Daily goods</th>
<th>Non-daily goods</th>
<th>Total</th>
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<td>133</td>
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<tr>
<td>Sweden</td>
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* Skåne County
** Including Skåne and Eastern Denmark

Source: MUI Research, Handeln i Sverige, 2019
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, Stellov, 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 2018 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 ATTRACTION

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 in 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)

“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.”

—Vossakronan, Property owner Triangeln
SHOPPING DESTINATIONS IN THE MÅLÖM 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 36,700 square meters of retail space. The 58 shops include Cubus, Din Ski, Lindex, MD, Teffil, Gina Tricot, Rusta, Elgbåtsparken, Stadium, H&M, Ecco and Clas Ohlson.
Owner: Grosvenor Fund
No of tenants: 59
Turnover: mSEK 1.104
GLA: 41,800 sq m
Visitors: 5.3 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 easy accessible thanks to the Hyllie train station next door. There is a unique rooftop park accessible thanks to the Hyllie train station.
Owner: A Group of Retail Assets Sweden
No of tenants: 183
Turnover: mSEK 2,882
GLA: 70,200 sq m
Visitors: 7.3 million (2016)

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 the shopping center is located in Kristianstad.
Owner: Emporia
No of tenants: 94
Turnover: mSEK 358
GLA: 10,925 sq m
Visitors: 2.8 million (2016)

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, Syntrelsbolaget, H&M, Kappahl, Lindex, New Yorkeer, Akademibokhandeln, Dressmann, Cubus, Cassellis, Drivnäset. Playground. Galleria Center Syd is part of a large commercial area.
Owner: RBF Sweden Holding (Cornerstone)
No of tenants: 70
Turnover: mSEK 1,363
GLA: 40,425 sq m
Visitors: 4 million (2017)

5. HANSAS
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, Minkki, Old Molly, Hope and Spirit Stores. There are also Syntrelsbolaget, ICA, cafés and restaurants.
Owner: Anexim 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 customers. 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: 94
Turnover: mSEK 358
GLA: 15,925 sq m
Visitors: 2.8 million (2016)

7. MOBILIA
This is one of Malmö’s most comprehensiv and accessible shopping centers. 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 Brands, Clas Ohlson and Athän.
Owner: Ahoen 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, Old Mity, Jack & Jones, Dressmann and Very Moda.
Owner: Naven
No of tenants: 78
Turnover: mSEK 1,074
GLA: 25,600 sq m
Visitors: 2.6 million

9. SVÄGERTORP RETAIL PARK
At the Solgården retail park you will find a large selection of shops catering for home construction, interior design, sporting goods and gardening. For example: fiva, Bauhaus, SivA, Siva, Kappahl, Elgågarten 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, BNP Paribas, Schroders
No of tenants: 47
Turnover: mSEK 8,838
GLA: 100,375 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, Repeal and Volt.
Owner: Vasakronan
No of tenants: 120
Turnover: mSEK 1,940
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 brands and trendy local stores: Zara, Hugo Boss,Diesel, New Yorker, Filippa K, Ilk-Star, Mango, J. Lindberg and many more. Väla Center won the NCC 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: 89,905 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 Möllvången. Most of the shopping districts are pedestrian only, and within walking distance.

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 Möllvångenstorget. When it comes to restaurants, you will find virtually the whole world represented here. Close to Möllvångenstorget is also Malmö Chocolate Museum and microbrewery Malmö Brygghus, all showcasing proud traditions from southern Sweden’s long and renowned food and drink culture.

SÖDERTULL

is a young attractive modern hub, drawing in a steady flow of shoppers, commuters and residents alike.

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, Lewis, Latexinten, AB Smiland 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, Aplaca, Ancash or Liaqib.

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 2010. Beyond Us is 10,000 sqm 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 MÅLÖM 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 – MÅLÖM

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.
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.
THE 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.

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

– Henrik Bunge, CEO Björn Borg
**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.

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**RETAIL RENTS 2018**

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<th>City</th>
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<th>Market Street</th>
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<td>Stockholm</td>
<td>15’-22’</td>
<td>10’-23’</td>
<td>8’-12’</td>
<td>1.5’-2.0’</td>
<td></td>
</tr>
<tr>
<td>Gothenburg</td>
<td>9’-14’</td>
<td>7’-13’</td>
<td>5’-7’</td>
<td>1.3’-1.8’</td>
<td></td>
</tr>
<tr>
<td>Malmö</td>
<td>4’-5’</td>
<td>4’-5.5’</td>
<td>4’-5.5’</td>
<td>1.2’-1.6’</td>
<td></td>
</tr>
</tbody>
</table>

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.

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

www.investingogteborg.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

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AMF FASTIGHETER is one of Sweden’s largest property companies. By developing and managing our 1,000 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.

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HUFVUDSTÅNDE provides office and retail 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, Fredstaden, Ferman 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.pembrooke.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.vaskronan.com

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

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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 1,000 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

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www.jllsweden.se