COUNTRY FACT SHEET:

SWEDEN

General information

Capital:	Stockholm	**Population:**	9.6m (2013)
Surface area:	450,295 km²	**Unemployment rate:**	8.4% (2013)
Official language(s):	Swedish	**Households:**	4.65m (2011)
Currency:	SEK Swedish Krona	**Average household size:**	2.1 (2011)
Trading language(s):	English		

Key macroeconomic indicators

GDP growth

Economic Outlook	Year	Sweden
Real GDP Growth (Source: OECD)	2012	1,20%
	2013	1,90%
	2014	3,00%

Inflation

Economic Outlook	Year	Sweden
Inflation (Source: OECD)	2012	1,00%
	2013	0,90%
	2014	1,70%

Unemployment

Economic Outlook	Year	Sweden
Unemployment (Source: OECD)	2012	7,70%
	2013	7,90%
	2014	7,60%

Currency

Economic Outlook	Year	Sweden
Exchange rate vs € (Source: OECD)	2012	8,75
	2013	8,35
	2014	8,35

Food industry structure

- Key exported products are Fish, Drinks/Alcohol(Vodka: 13% of total export))
- Largest : Orkla, Arla, Lantmännen, Pernod Ricard, Findus, Dafgaard, Marabou Danish Crown, Arla Foods, Novozymes, DLG, Danisco, Royal Unibrew, Royal Greenland
- Export 2011: € 5,6 bio / Import 2011: € +10,0 bio
- EU is most important trading partner

Grocery retail structure

- Supermarkets and Hypermarkets the most important format
- Top 3 retailers account for 90%+ of grocery market
- Largest retailer has almost 50% of market
- Hard Discount sector relatively unimportant <5% of total market

FEVIA Vlaanderen Federatie Voedingsindustrie

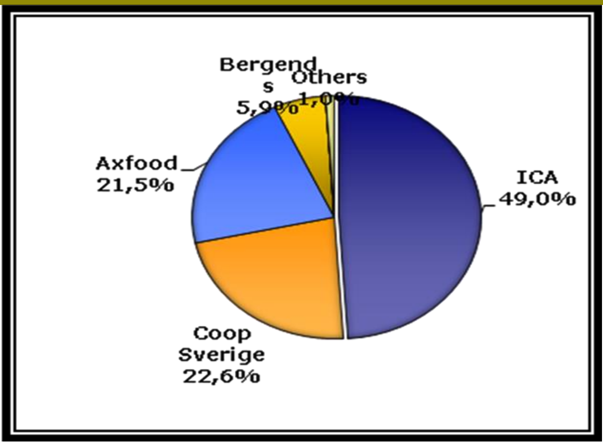
Compiled by Green Seed Nordic www.greenseedgroup.dk
May 2013

Sources: Food and Drink Federation, Office of National Statistics, IGD, Kantar Worldpanel, Horizons Foodservice
In collaboration with the Flemish government and Flanders Investment & Trade

green seed International Food Consulting

COUNTRY FACT SHEET: **SWEDEN**

Major grocery retailers



ICA Sverige

Store concepts	Description	Assortment	Pricing
ICA nära	Small convenience Food stores	Narrow product range. Fresh food	Higher prices
ICA Supermarket	Supermarkets	Wide range of fresh foods, deli counter	Normal to higher prices
ICA KVANTUM	Large supermarkets	Everyday food items Eco labelled products	Moderate prices
MAXI ICA STORMARKNAD	Hypermarkets Extended open hours	Wide variety of foods Also non-food	Moderate to lower prices

Foodservice structure

- Top 3 Wholesalers account for almost 60%
- Market(2011): +3,5 bio
- Leading wholesaler with almost 40% of market is Servera
- Leading QSR/pub chains include McDonalds, Max Hamburger, IKEA, Sibylla,O´Learys, Pitchers and many more

Main food shows

- GastroNord 6.-8. May 2014, combined with European Bocuse D Ór

Main trade magazines

- ICA Nyheter, grocery retail sector, Circulation: 15.500
- Fri Köpeskap, grocery retail sector, Circulation: 30.700
- Restaurangvärlden, Foodservice, Circulation: 5.800
- Besöksliv. Foodservice, Circulation: 9.000

Consumer behaviour today & expected food trends – Opportunities for Flemish food exporters

- Health and wellness , rise in free-from, gluten free foods, expectation of ‘clean label’
- Convenience part is growing : on the go, meals and snacks.
- Ethical shopping is gaining interest: animal welfare is a focus
- Sweden is a preferred test market for International brands – eager to try something new
- Private label is growing. Newest focus is “finest segment”.
- Out of home eating occasions increasing and retailers want to compete

EVALUATION OF MARKET AND OPPORTUNITIES

- Largest Nordic market, attractive centralized grocery retail market with strong innovation focus
- Good volume opportunities with top 3 retailers.
- Open minded to new offerings, Wide assortments in most categories.
- Commitment to market necessary. If branded strategy is chosen necessary with local knowledge and investments.
- Sweden operates under EU food law. There are differences in labeling requirements/permitted ingredients which need to be checked. VAT rate of 12%
- → A very good opportunity for exporters as there are many opportunities. Perseverance and Commitment is a must to succeed.

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