

FOODIE NATION WITH WORLD-CLASS CUISINE

The all-pervasive Swedish interest in food and beverage experiences continues unabated. Food innovators are gaining an international reputation, and consumers are dining out like never before.

SWEDISH CONSUMERS are spending more and more money on food and beverage. The restaurant industry's turnover is growing fast and hit a record high of SEK 127 billion in 2016. An increase of 7 percent over the previous year.

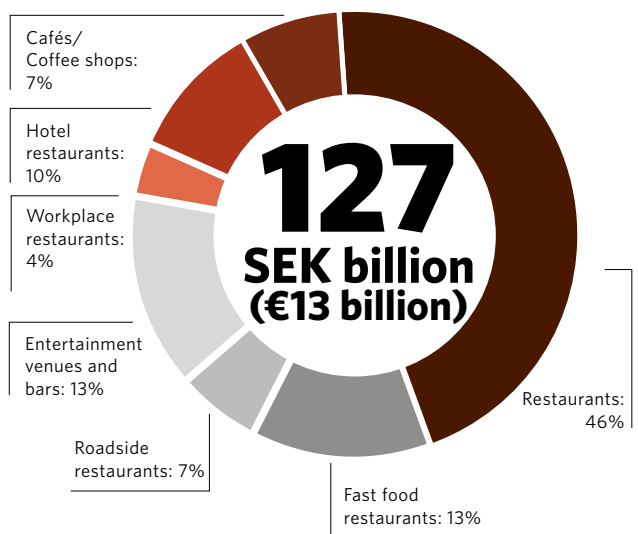
Sweden has emerged as a foodie nation to watch, with its modern food scene, indigenous cuisine and culinary techniques that shape global trends. Swedish chefs have achieved world recognition by earning both gold and silver medals at the culinary Olympics, the Bocuse d'Or. And with gourmet restaurants opening their doors all over the country, Sweden has transformed itself into one of Europe's haute cuisine hot spots, which has definitely caught the eye of food critics across the globe.

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

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

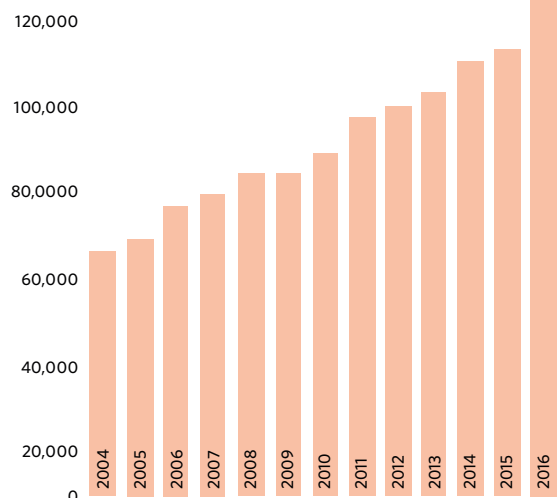
Opportunities for anyone who wants to introduce new F&B concepts to Sweden most certainly exist - from fast food to fine dining concepts.

TOTAL F&B SALES PER SEGMENT, 2016



Source: SCB, 2017

RESTAURANT TURNOVER 2004-2016
MILLION SEK (INCLUDING VAT)



Source: Visita/SCB, 2017

Recent international food and beverage companies established in Sweden

- Burger & Lobster • Domino's Pizza
- Dunkin' Donuts • Eataly • Egon Restaurant
- Foodora • Jamie's Italian • Joe & the Juice
- KFC • Lett • Lindt • Picard • Simit Sarayu
- Starbucks • UberEATS • Vapiano • Wagamama

Photo: Jakob Fridholm



**DID YOU
KNOW ...**

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

