



# **Welcome to Sweden!**

## **MFA Business Services & quick guide to Sweden**

**Viexpo Ruotsin vietiwebinaari  
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# Trade promotion services



Support and contacts for internationalisation

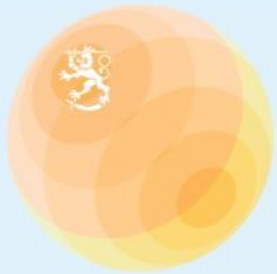
Information on target markets and geopolitics

Regulation and compliance

Internationalisation funding and international procurements

Trade promotion visits

Subscribe to the Trade Promotion Newsletter



Market Opportunities [↗](#)

Shortcut to international markets for Finnish companies including sales leads, business opportunities, future development trends and reviews on different countries.

[www.um.fi/yrityspalvelut](http://www.um.fi/yrityspalvelut)

[www.marketopportunities.fi](http://www.marketopportunities.fi)

# Why Sweden?

The most competitive and largest retail market in Scandinavia

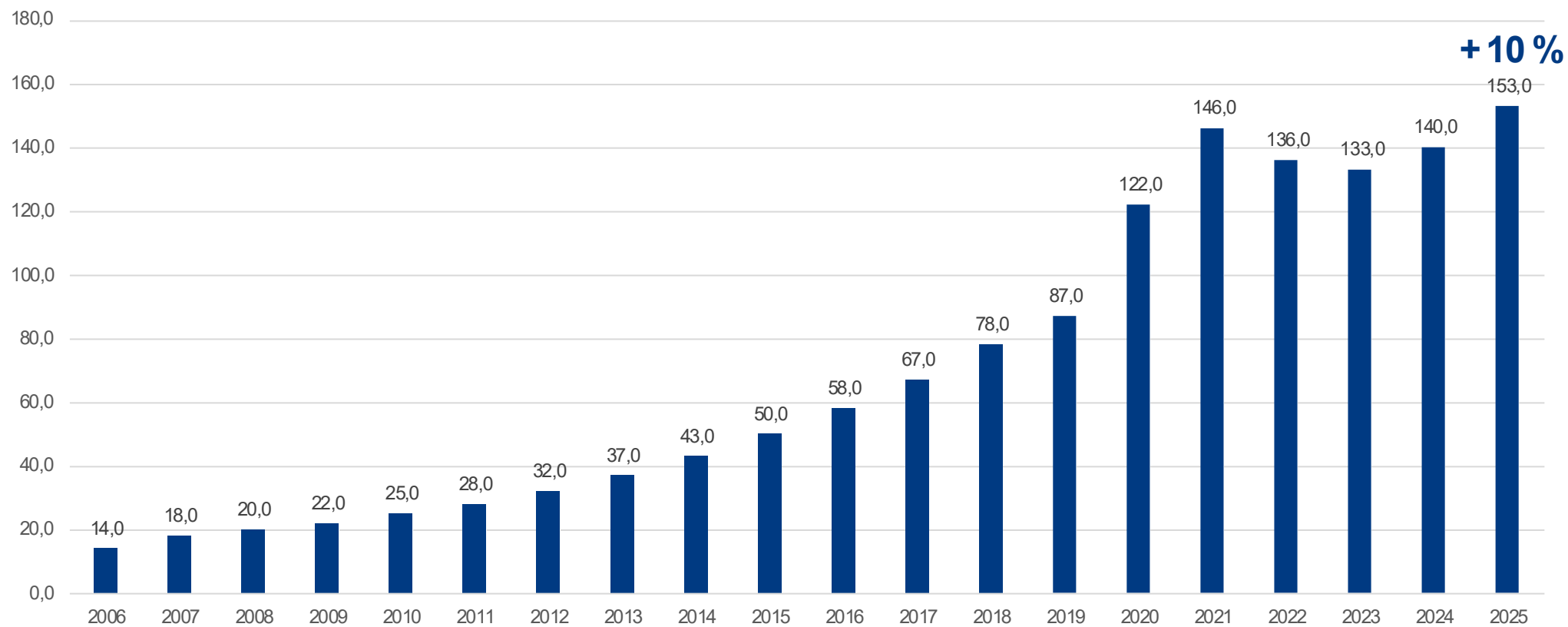
- Fast adopters of new tech
- Trend-driven consumers open to new brands
- High incomes with strong retail and food & beverage spending
- High share of e-commerce



# E-commerce: SEK 153 billion market



E-commerce turnover billion SEK

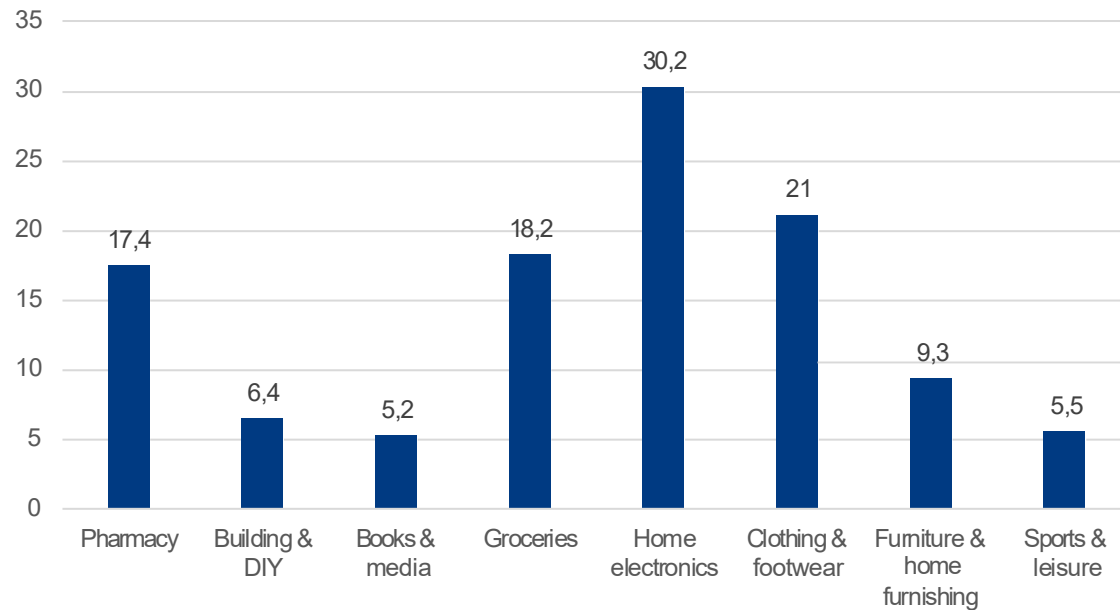


Source: PostNord E-barometern Årsrapport 2025

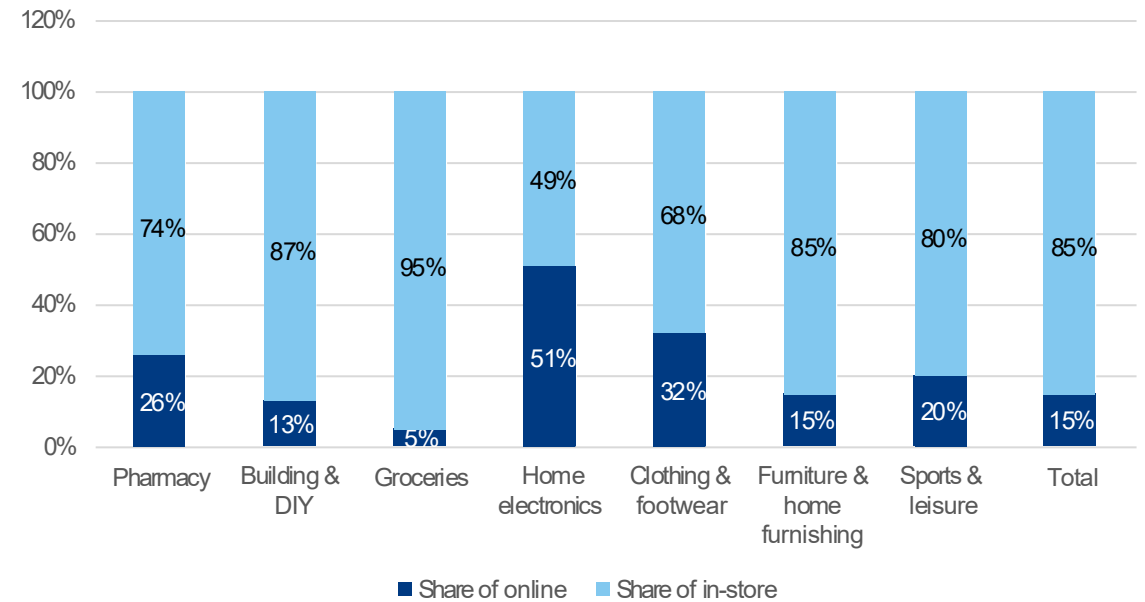
# 15 % share of total retail



Turnover 2025 (SEK bn)



Share of online vs. in-store



# Land of chains, excellent concepts and trend-setters

## How to navigate?

- Stockholm vs. rest of Sweden
- High trend sensitivity – avoiding anything odd
- Strong brands & high competition

## Key takeaways

1. Network is everything
2. Sustainability and diversity
3. Collaboration!



Picture: Jonathan-Brinkhorst/Unsplash

# What do Swedes think of Finland?

Finland has gained a momentum in Sweden

- Still mostly sauna, lakes and sisu
- ...but also crises management, security policy, perseverance and capable of action
- And increasingly equal!
- Room for improvement of knowledge and willingness to learn more



# Digital commerce Q&A



- Characteristics Sweden vs. Finland:
  - Bigger market, more competition, more demanding consumers, more international (sometimes)
  - Concept, concept, concept! What are you selling? (answer is not your product)
- Meta vs. Google Ads – building brand or capitalising on existing product demand?
- Payment methods: Swish & digital wallets, credit/debit card, Klarna, online bank
  - Credit payment methods, such as credit card and invoice, cannot be shown as primary payment alternatives
- Delivery methods: Service point pickup (e.g., PostNord, DHL), parcel lockers (e.g. Instabox, PostNord), home delivery (e.g. Budbee, PostNord)

## How to win?

- 1 Sharpen your concept – no diamonds in the rough
  - 2 Benchmark against Swedish “standards” and touch-and- feel
  - 3 Invest in visibility: 2x2 as a rule of thumb in marketing
- + know your consumers, test and develop...



**Tack!**

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