

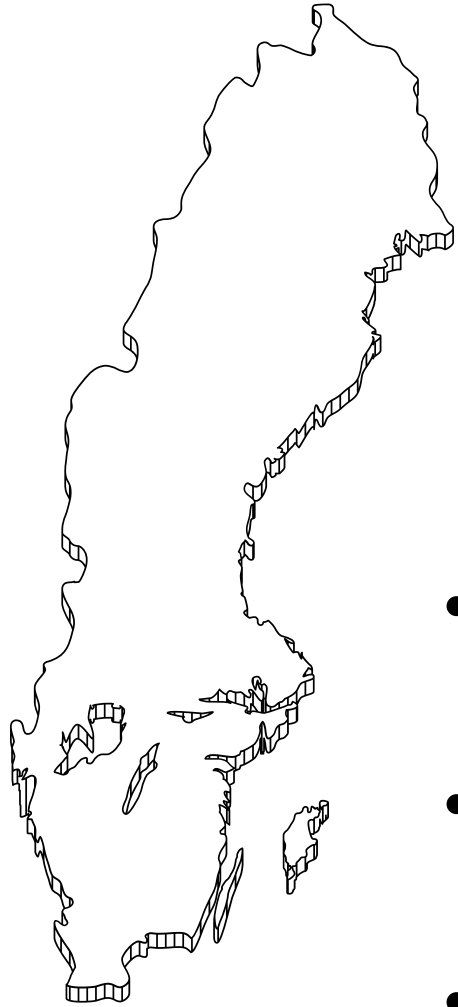
# Digital Marketing in Sweden

# CONTENTS

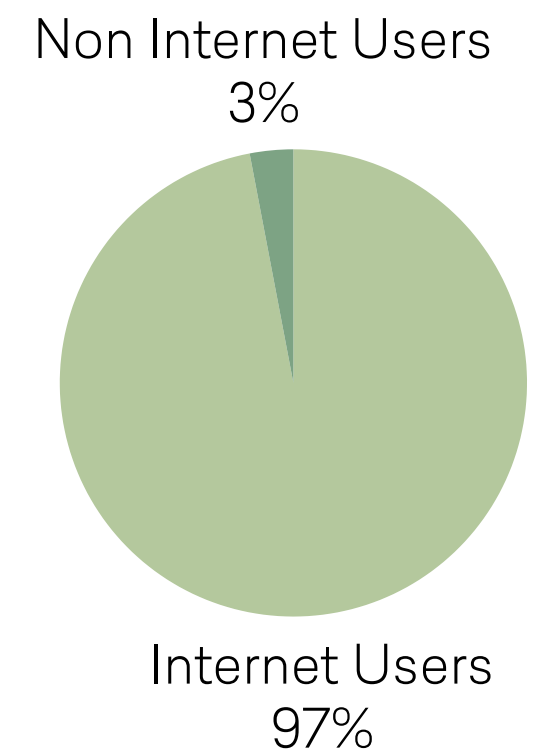
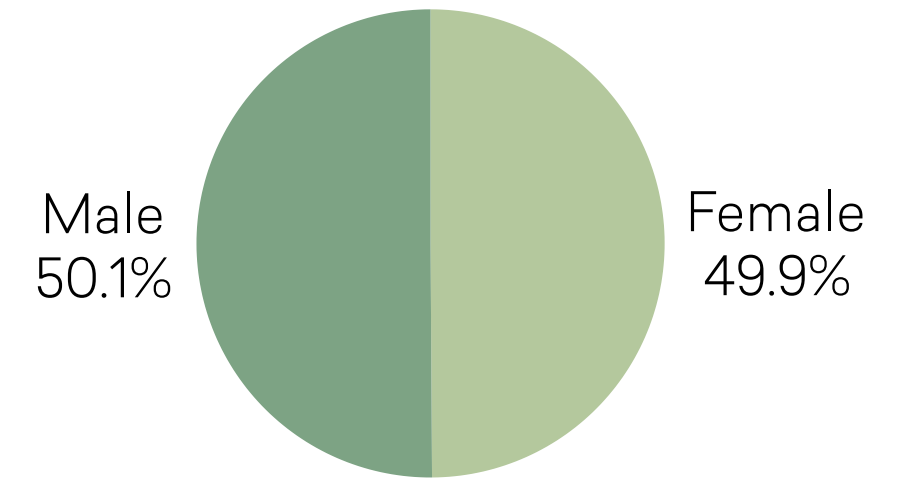
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# INTRODUCTION TO SWEDEN



- As of January 2022, the population was 10.19 million
- Median age - 41.2
- Sweden is ranked 87th in the world for population and represents 0.13% of the global population
- Sweden has the largest economy out of all of the Nordic countries





# REASONS YOU SHOULD CONSIDER MARKETING IN SWEDEN

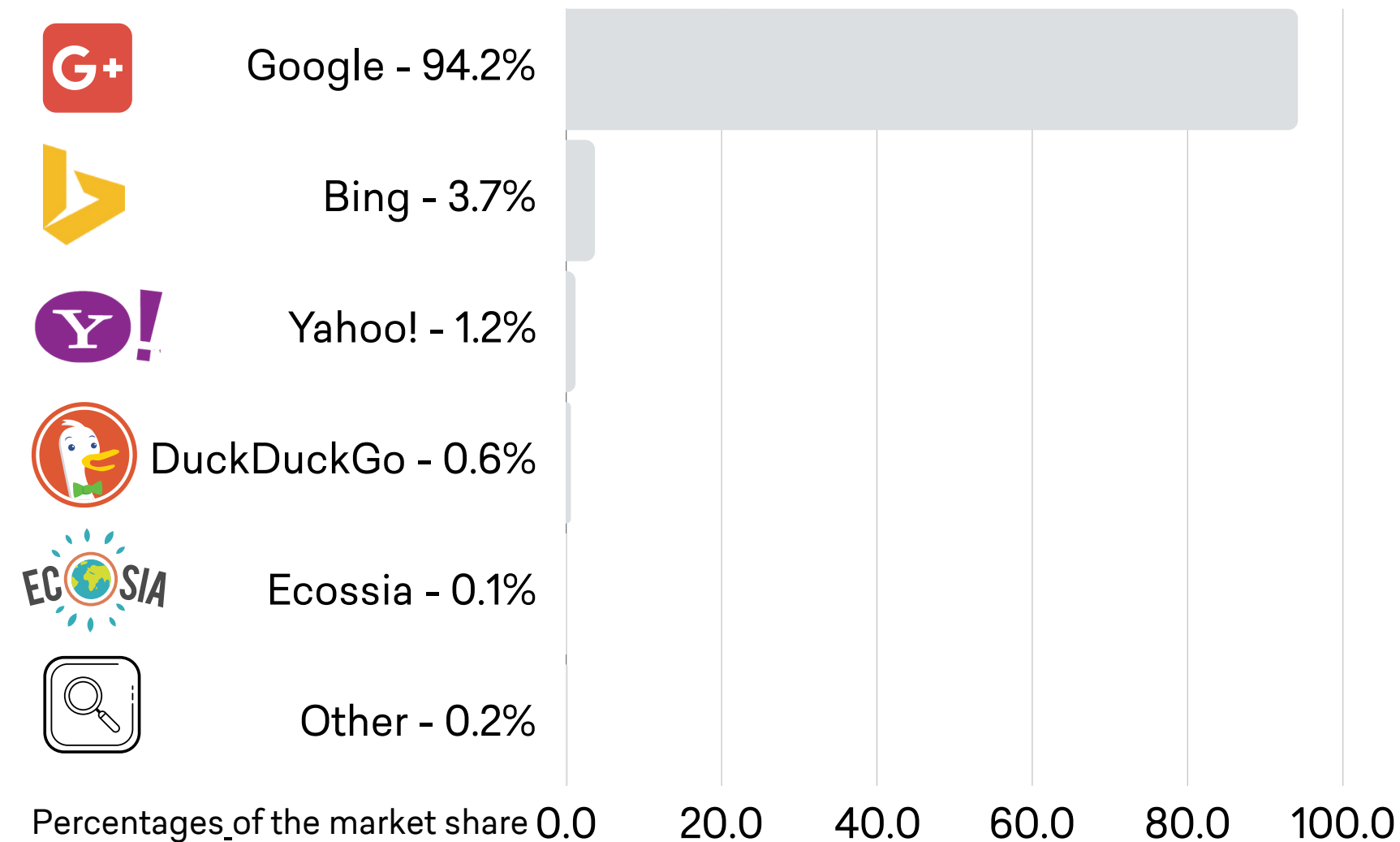
- ✓ Apart from being a strong economy that is the largest among the Nordic countries, it also boasts a transparent, highly developed and diversified market
- ✓ Sweden ranks 10th out of 190 economies for ease of doing business
- ✓ Sweden is a hot spot for start-ups. As a smaller country, it is a valuable location for business to test new ideas or products before expanding into bigger markets
- ✓ The high internet penetration means that there is great opportunity to reach potential customers online

# INTERNET USER BREAKDOWN

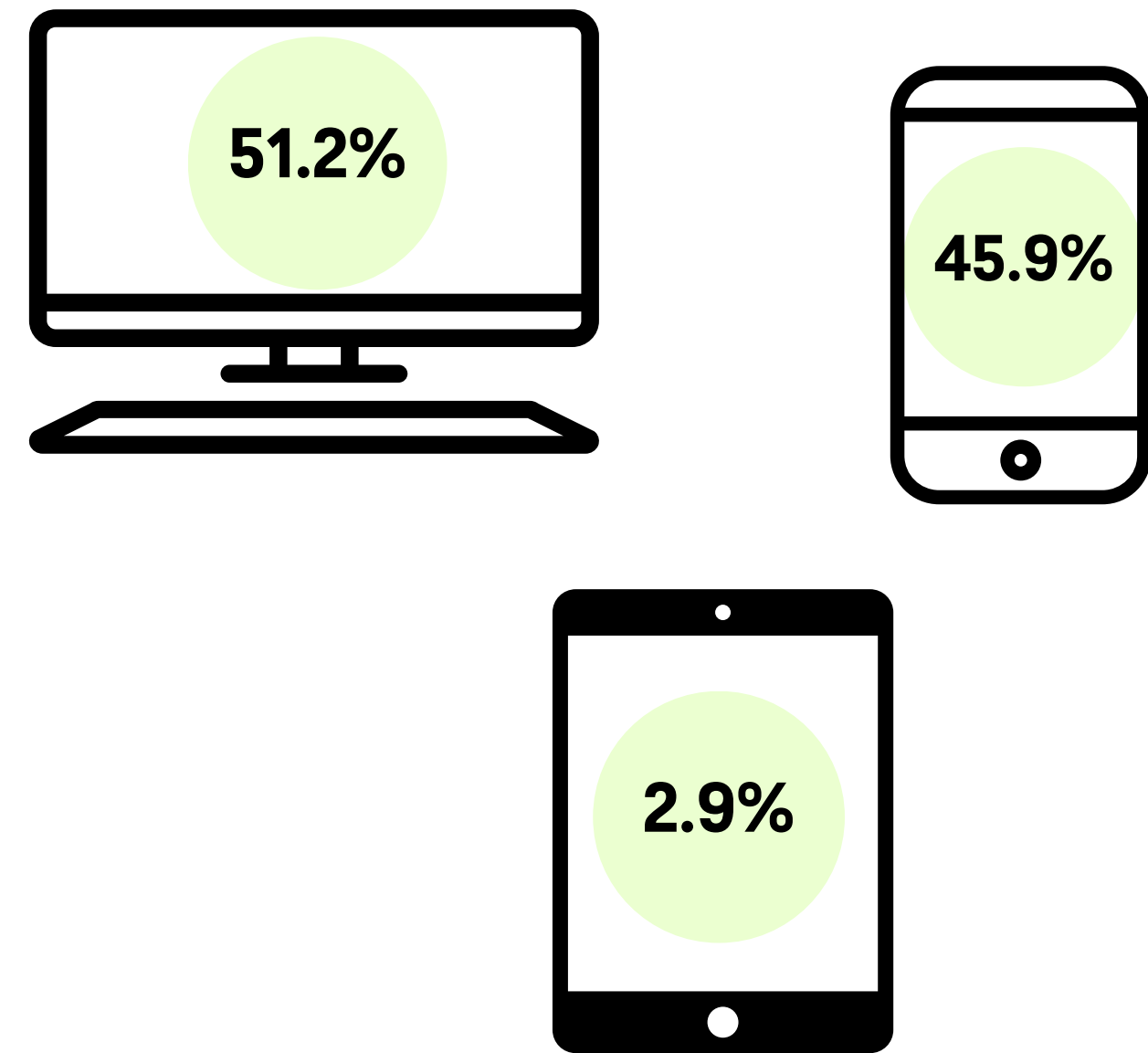
TOP  
5

9.2 million internet users

Search Engines:



# DEVICE SHARE



# TYPICAL SWEDISH USER

Spends 6 hours  
and 22 minutes  
online everyday

...researching how  
to do things,  
looking up brands...

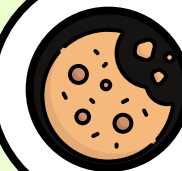
Spends 2 hours  
2 minutes on  
social media  
everyday

...and following  
current events

They spend time online finding  
information, discovering new trends...



52% have concerns over what  
is real and what is fake online



40% decline cookies on websites



32% worry about how companies  
use their data



38% use ad blocking tools

# POPULAR TYPES OF CONTENT



82.5% of users watch video content online and popular types of videos within that are tutorials, how to videos and educational videos

You can also create video content that supports blog posts



Swedish consumers are interested in adopting trends and products first, so in advertising, incentives such as FOMO (fear of missing out), moving fast and being ahead of the pack work well. However, this needs to be done authentically – Swedish people are proud of their culture and won't follow trends simply for the sake of it



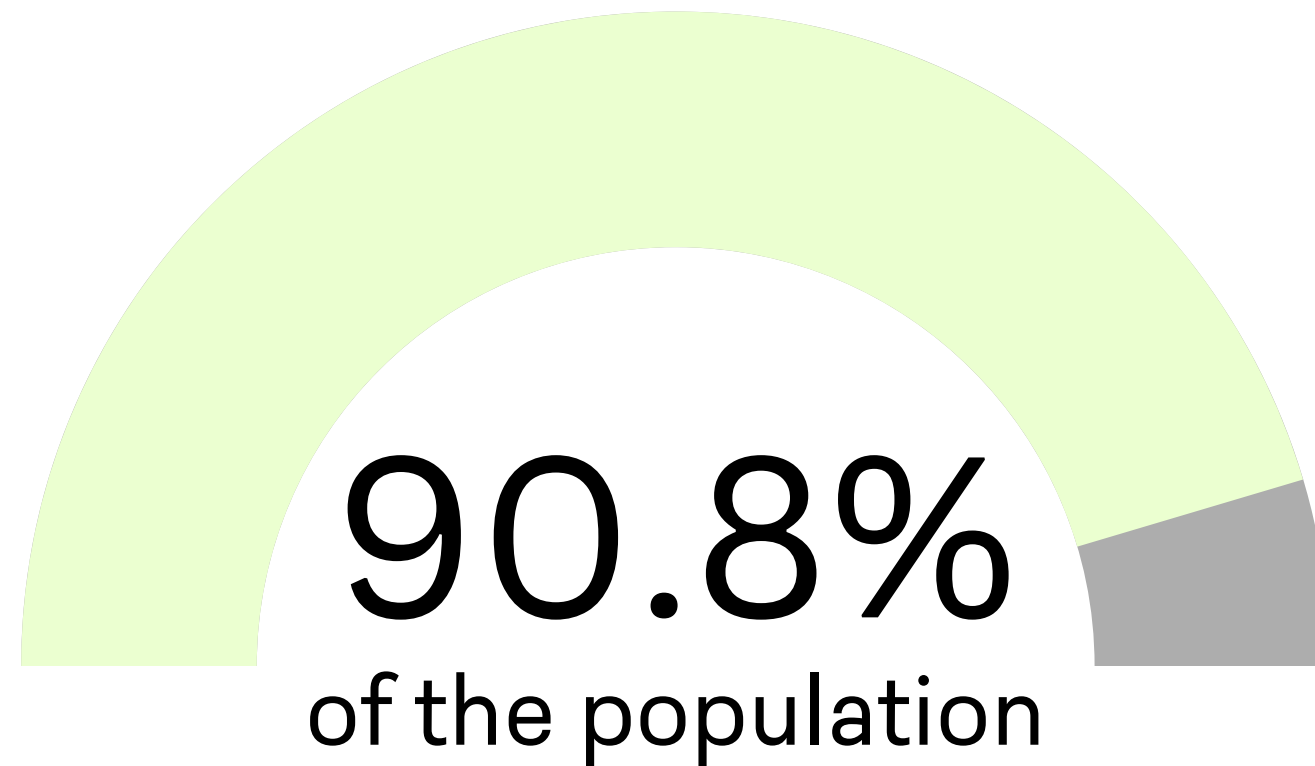
Ethical and ecological impact is also important to consumers, so you should think about creating content around your sustainability or ethical credentials. However, as mentioned above this needs to be done with honesty and authenticity



Localised into Swedish using transcreation methods not translation. Brand scepticism is increasing and previous bad translation attempts from the likes of Amazon have not been remembered fondly


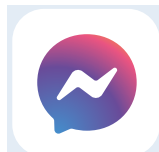


# SOCIAL MEDIA USAGE

9.25 million social media users



**Top 5 platforms that users spend the most time on each month are:**  
Facebook, Messenger, WhatsApp, Instagram, and Pinterest.

## Platforms by no. of users

	8.73 million
	6.15 million
	5.90 million
	5.05 million
	4.30 million
	4.0 million
	2.85 million
	1.71 million
	1.35 million



# KEY MARKETING DATES IN SWEDEN

Here are some key calendar dates that you can make use of for marketing in Sweden, which is especially useful if you're creating a content strategy. Additionally take a look at our marketing calendar for more international dates and holidays.

**6th Jan**  
Epiphany



**13th Jan**  
St Knut's Day

**21st Apr**  
Green Friday

**22nd Apr**  
Earth Day

**30th Apr**  
Walpurgis Eve

**28th May**  
Mother's Day

**6th Jun**  
Swedish National Day

**24th Jun**  
Midsummer



**8th Aug**  
Kräftskiva

**11th Nov**  
Single's Day

**12th Nov**  
Father's Day

**24th Nov**  
Black Friday

**27th Nov**  
Cyber Monday

**11th Dec**  
Green Monday

**13th Dec**  
Santa Lucia



# CONCLUSIONS

- The strong economy, high internet penetration and ease of doing business makes Sweden a great target for a digital marketing strategy
- The share between mobile and desktop traffic is fairly even, so it's important to make sure your website is also optimised for mobile
- Almost half of users are declining cookies which needs to be considered when analysing your site traffic
- 38% users use ad blocking tool which also needs to be taken into account if you're formulating a PPC strategy
- Also within PPC, using tactics such as offer incentives and fear of missing out work well with Swedish consumer interests
- With such a high level of social media usage, organic and paid social media strategies can be a great way to engage with and convert users
- For your content strategy, think about content types such as videos and topics that include how-tos or explainers
- Your content also needs to be localised into Swedish, which should be done using transcreation rather than a direct translation of your current site



# ADDITIONAL RESOURCES

- <https://swedishtranslationservices.com/swedish-content-marketing-localization/>
- <https://jojka.com/en/blog/important-swedish-e-commerce-dates-2023/>
- <https://www.swedentips.se/festivities-holidays-traditions/>
- <https://www.takemetosweden.be/en/holidays-in-sweden/>



# THANK YOU FOR READING



Want to further discuss digital marketing in Sweden, or would like some help with internationalising your business?

**Get in touch with us today!**



<https://www.serps-invaders.com/>

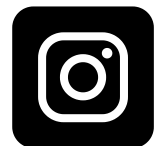


[hello@serps-invaders.com](mailto:hello@serps-invaders.com)



+44 (0)7989 332 382

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