

Sweden Tech & Durables Consumers

What Q4 behaviors reveal
for your next Festive season planning

First Name, Last Name

Title/Department





gfknewron Consumer is available for the Sweden Market on 5 strategic Product Categories : Smart-Mobile Phones, Televisions, Laptops, Washing Machines and Vacuum Cleaners.

Now you can size the opportunities

- Understand **what truly triggers demand** — how many are looking for upgrade, aspiration or premium features
- See which touchpoints actually **influence decisions** — from retail to AI, advice and advertising
- Decode the **real interplay between research and purchase**
- Move beyond siloed metrics to **journey-led planning**

Here you'll get first clues of what drives and converts intents to purchase over Q4 2025.

Sweden : Q4 massive impact on Tech&Durable market



Mobile Phones, TVs, Laptops, Washing Machines and Vacuum Cleaners sales generated a Total Annual Value of 2,9 Bi € in Sweden.
If we consider Q4 only, it represents:



1,5 Mios
active buyers
(<3months)



983 Mios € revenue
on 5 Product Groups

Country: Sweden | Product Group: Mobile Computing, Mobile Phones, PTV, Vacuum Cleaners, Washing Machines |
Time Frame: Oct - Dec 25

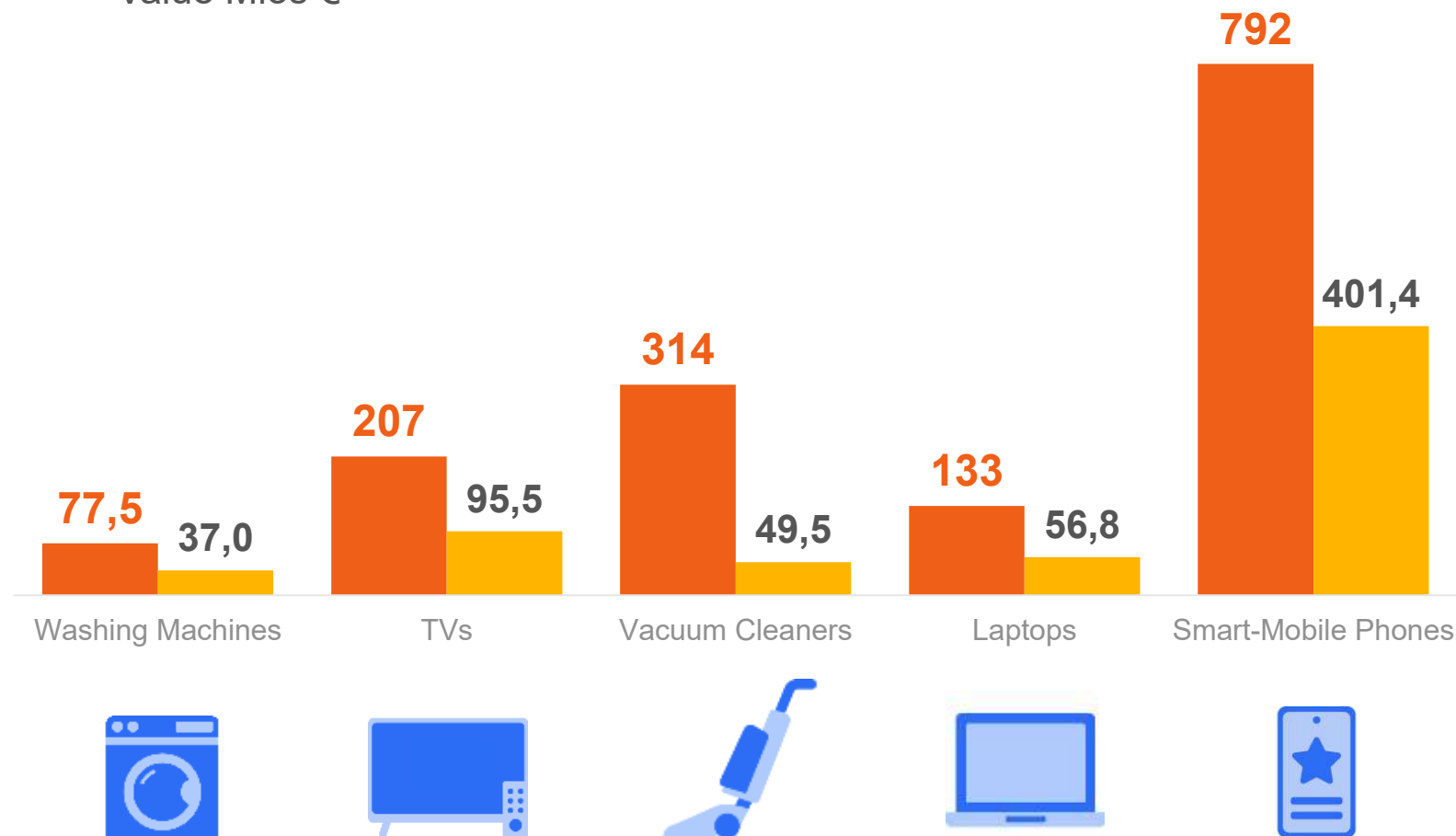


Sweden Tech&Durables market & pool of consumers

Sizing the right target audience per category allows better Investment decisions and ROI

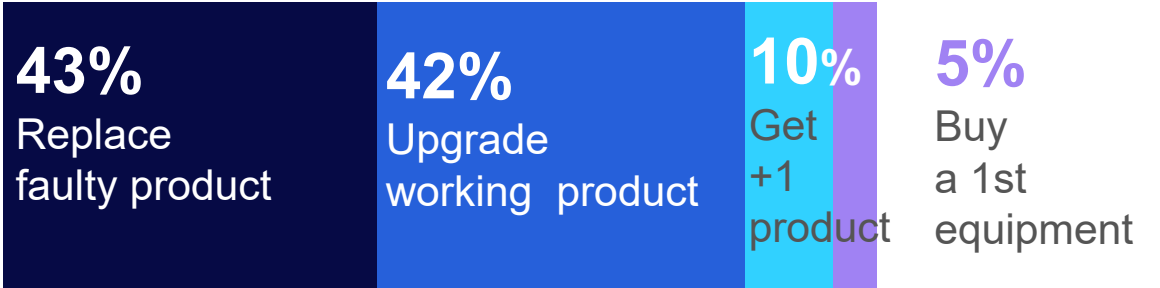
■ Buyers '000
■ Value Mios €

Titre du graphique



Sweden Initial Trigger for Tech&Durable goods on Q4 2025

Buyers reactions reveal potential for specific sales activation depending on categories



Only 29%
for TVs



Up to 53%
on
Smartphones



Up
to 26%
for
Vacuum
cleaners



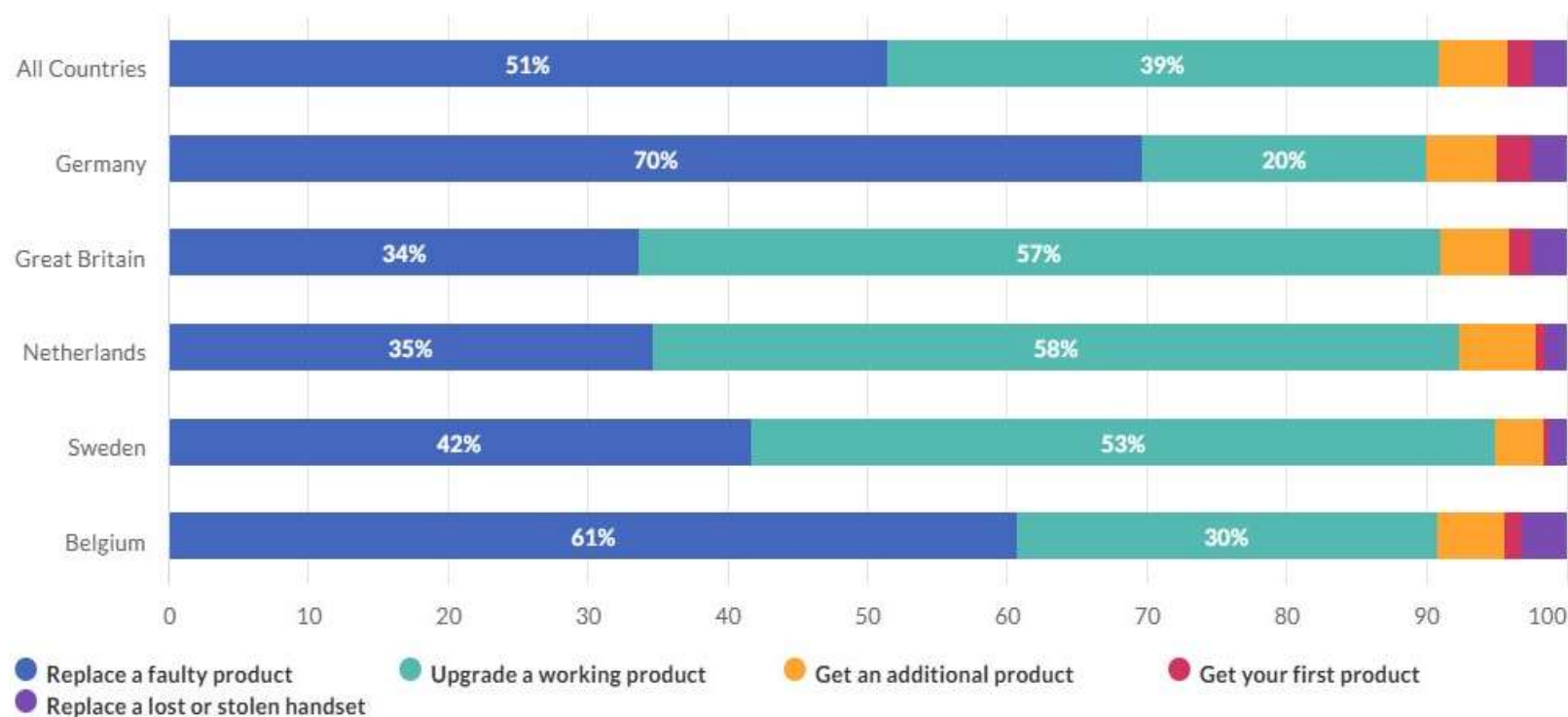
Up to 14%
for Washing
M and 17%
on Laptops

Gfknwron Consumer | Initial Trigger | Country: Sweden | Product Group: Mobile Computing, Mobile Phones, PTV, Vacuum Cleaners, Washing Machines | Time Frame: Oct - Dec 25



Initial trigger for smartphones

Swedish shoppers are far more attracted by Upgrade than German & Belgium ones.

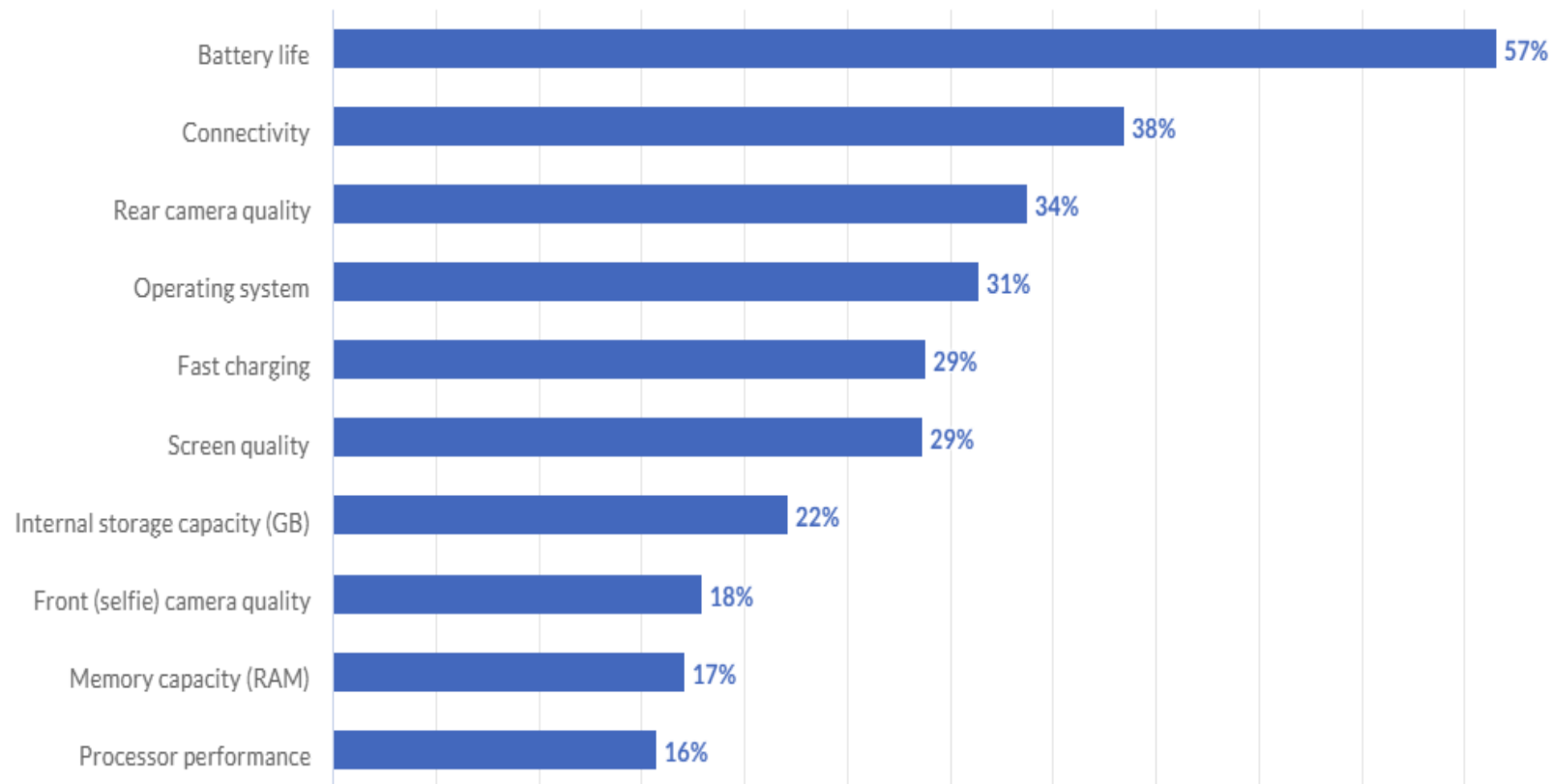


Base: Country- Belgium, Germany, Great Britain, Netherlands, Sweden. Product Group- Mobile Phones. Time Frame- Last quarters Oct 25 - Dec 25.
Survey Question: More specifically, was it to...?

Top 10 features when upgrading smartphones

Swedish consumers prioritize robust daily tech specs in Q4

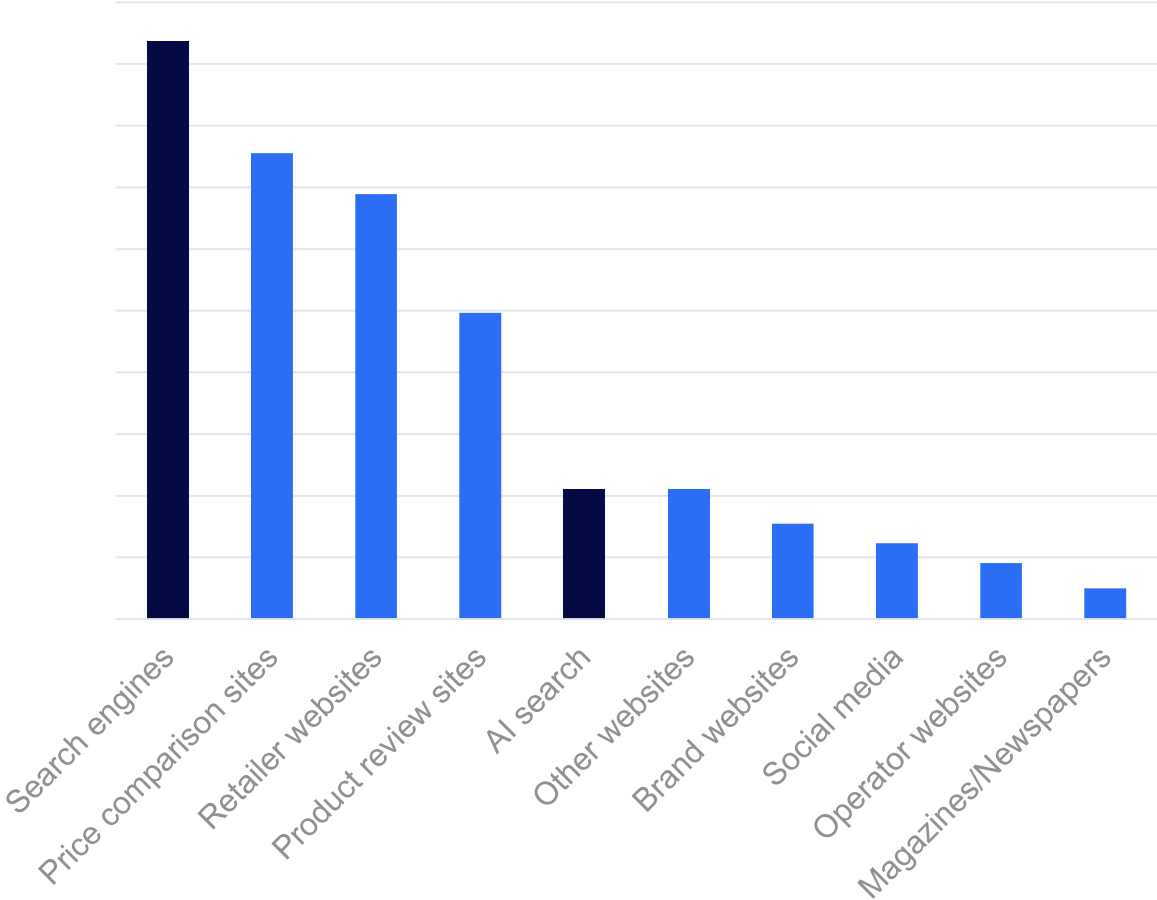
Top 10 /ut of +20 criteria



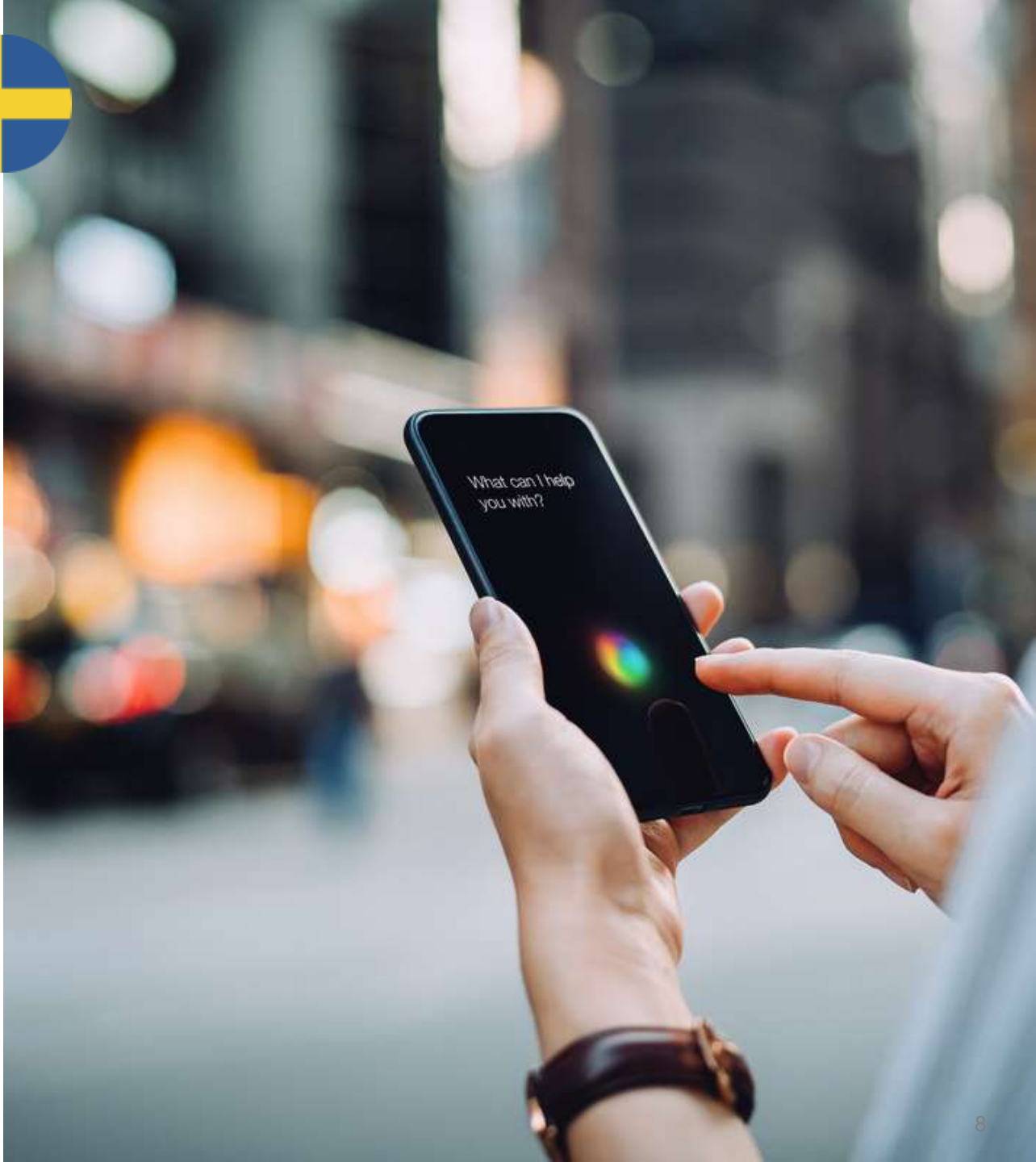
Sweden. Product Group- Mobile Phones. Time Frame- Last quarter 2025. Purchase: Purchase Journey Trigger- Upgrade a working product Survey
Question: Which of these product features were most important to your final choice?

Sweden Research Touchpoints - Q4 2025

Search engines are n°1 touchpoint and GenAI is yet rising the Top 5, surpassing social media



gfknewron Consumer | Reserach touchpoints | Country: Sweden | Product Group: Mobile Computing, Mobile Phones, PTV, Vacuum Cleaners, Washing Machines | Time Frame: Oct - Dec 25

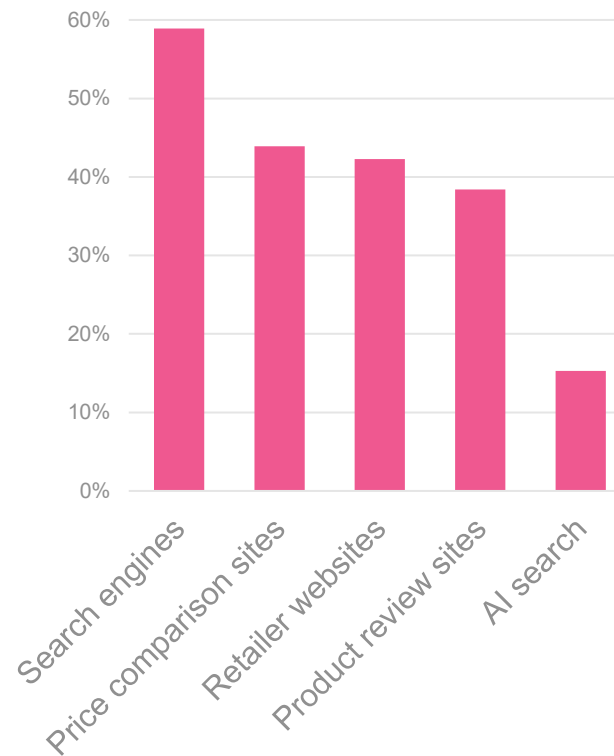


Top 5 online touchpoints per buying generation

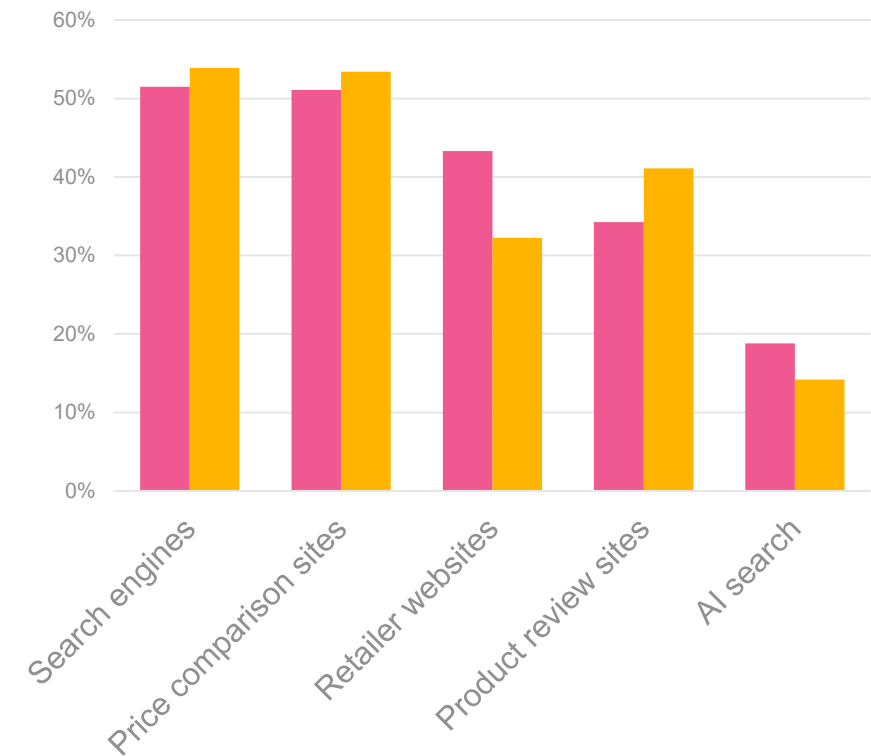
For both Swedish Millennials and GenZ, AI search is already 2 to 3 times more important than Social Media when buying a washing machine or laptop



Millennials
Buyers



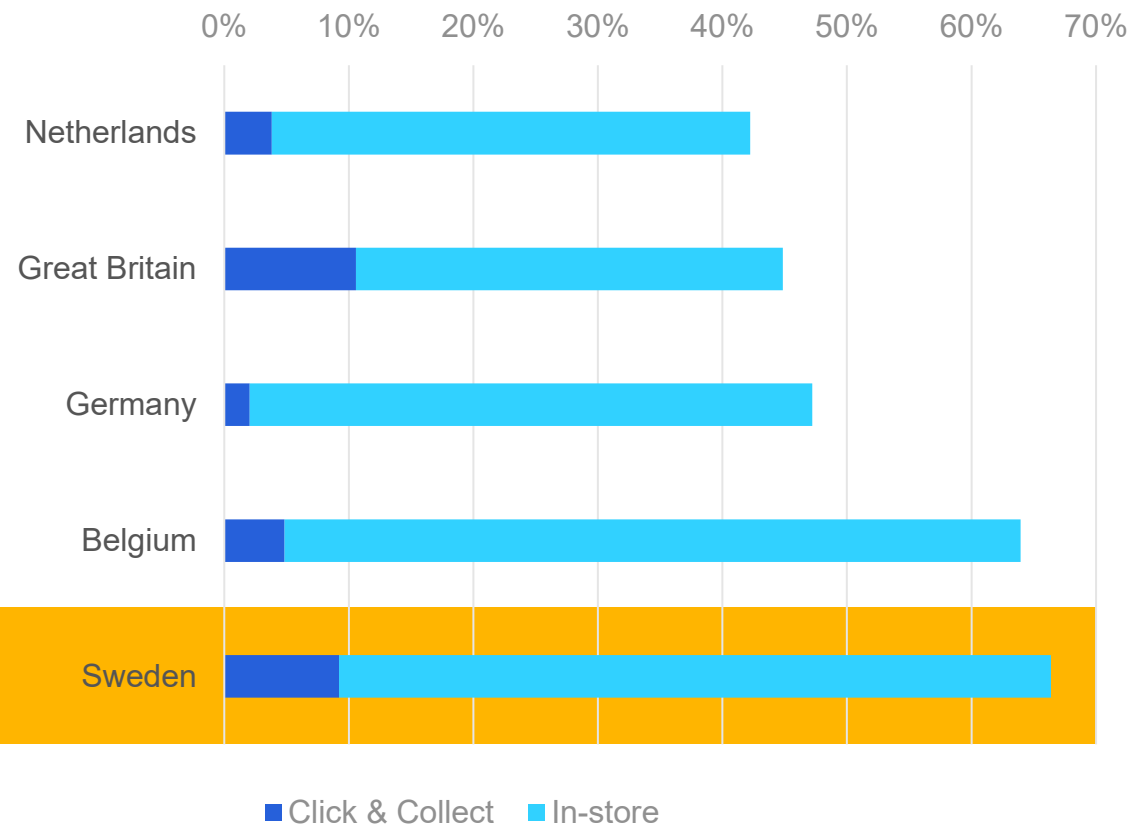
Millennials / GenZ
Buyers



gfknewron Consumer | Research touchpoints | Country: Sweden | Product Group and Most important Generation in nb of buyers in the category : Mobile Computing, Washing Machines | Time Frame: Oct - Dec 25

Sweden key channels on Q4 2025

Priority to Stores as final selling points for the Festive Season in Sweden

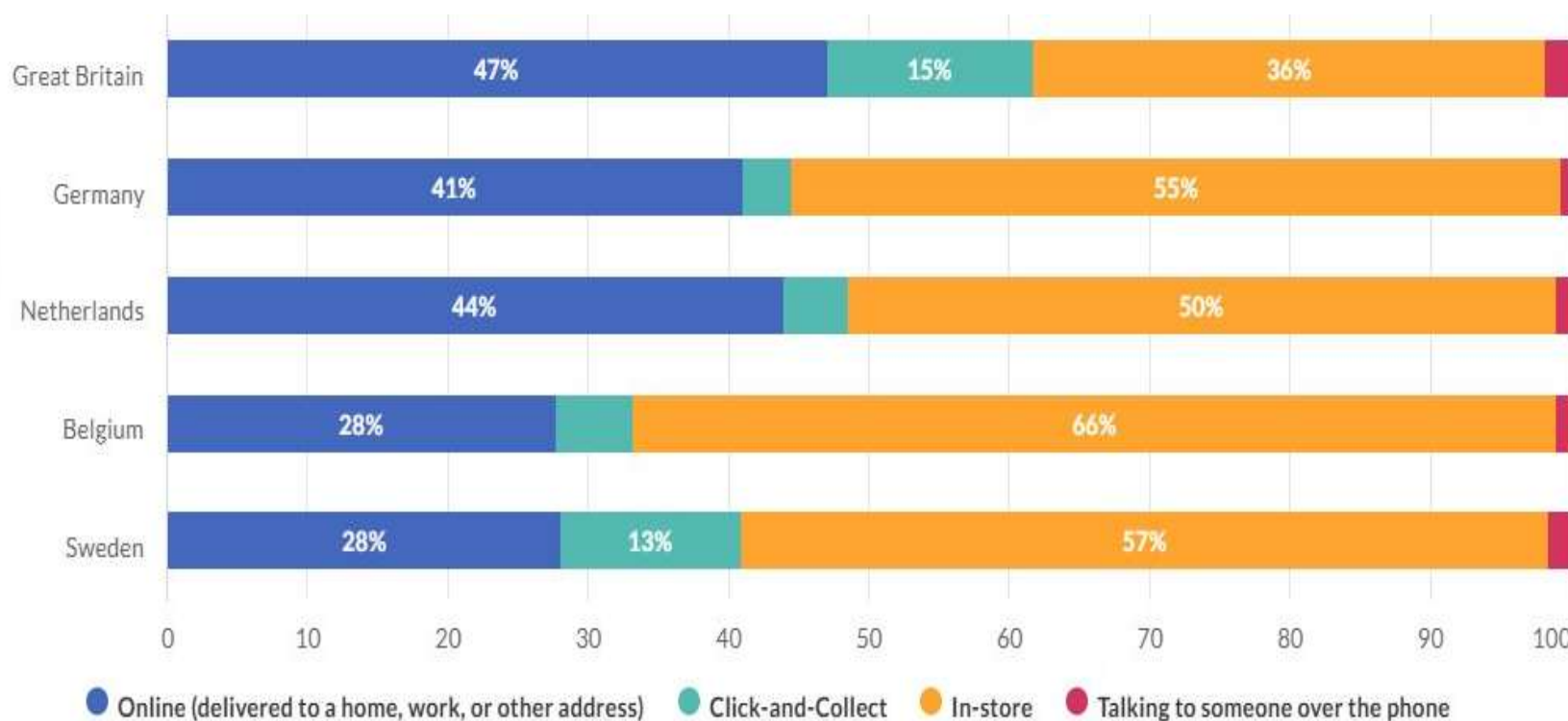


gfknewron Consumer | Final purchase channel | Country: EU selection + Sweden | Product Group: Mobile Computing, Mobile Phones, PTV, Vacuum Cleaners, Washing Machines | Time Frame: Oct - Dec 25



Preferred channel on TV market

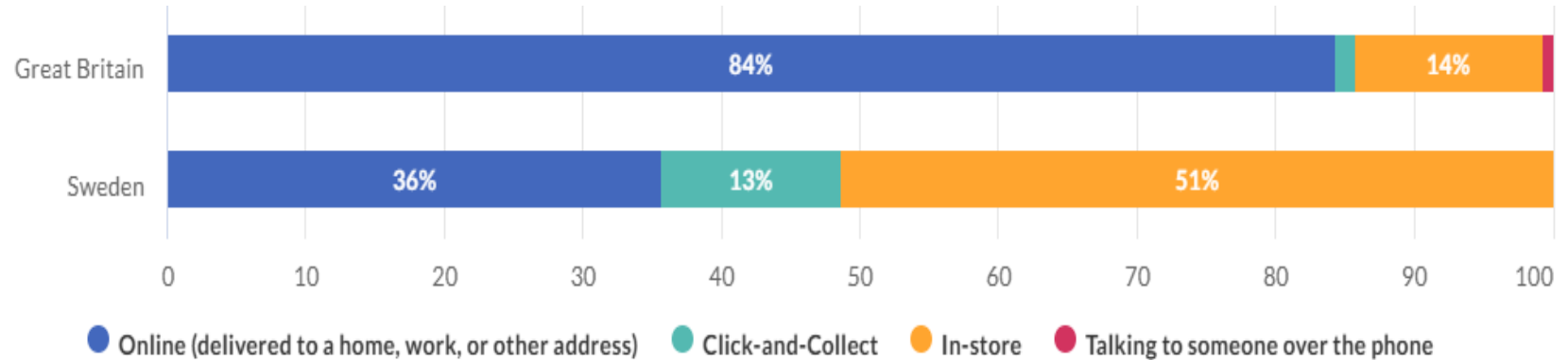
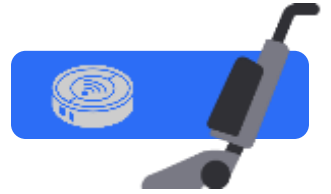
Click & Collect and Shops do matter for Swedish TV buyers, opening opportunities for additional on-site sales.



Base: Country- Belgium, Germany, Great Britain, Netherlands, Sweden. Product Group- PTV. Time Frame- Last four quarters (Jan 25 - Dec 25). Survey Question: More specifically, was it to...?

Preferred channel for Robot vacuum cleaners

Contrary to UK markets, Swedish buyers of Robots VCs rely on Stores and its inner benefits.



Top reasons to buy from specific retailer

- 48% Stock availability
- 33% Convenience
- 22% Knowledgeable staff

Base: Country- Belgium, Germany, Great Britain, Netherlands, Sweden. Product Group- Vacuum Cleaners. Time Frame- Last four quarters (Jan 25 - Dec 25). Purchase: Product Sub Group 1- Robot Vacuum. Survey Question: Did you buy the new product online, in-store or over the phone?



Now you know
your Customers'
preference,
you can really size
the opportunities

Ask for a customized demo





What is it?

Quarterly online survey targeting recent purchasers of tech and durable products

For Sweden market : Smart-Mobile Phones, Televisions, Laptops, Washing Machines and Vacuum Cleaners.

Provides a holistic view of consumer purchase behavior across online and offline channels

What do you need to know?

- Nationally representative screening to identify 16+ adult consumers who have purchased a qualifying product in the previous quarter (**last three months**). Fresh samples of ~500,000 consumers screened globally every quarter, **among which over 5,000 Swedish buyers for the current 5 Product Groups.**
- Comprehensive blend of 20+ online panels, with sample extensively quota on age, gender, working status and region. Invites sent in batches to control for early response bias
- Short survey length (12 minutes) and mobile-first design ensuring an engaging survey experience throughout. As testament to this, 40% of surveys are done on a tablet/mobile device
- Sample quality controls include comprehensive panel duplication, robot, speeder and over-claim checks with any "suspect" interviews deleted from the sample
- Data calibrated to align with GfK retail panel data on key brands, price band and sales channel