

A photograph of three diverse women sitting at an outdoor table, laughing and smiling. The woman on the left has blonde hair and is wearing a dark floral dress. The woman in the middle has a large afro and is wearing an orange and white patterned top. The woman on the right has long dark hair and is wearing a light green floral dress. They are all looking towards the right side of the frame. The background is a blurred outdoor setting with greenery and a building.

WOMEN

The key decision makers
in the Swedish economy



METHODOLOGY

How do women navigate price, sustainability, and future consumption in an evolving market?

Total interviews
1000 interviews

Target Group
Women 18-75 years

Countries
Sweden

Sampling
Nationally representative

MAIN INSIGHTS

1

Women's concern
over food prices and
geopolitics affects
consumption

2

Shift in women's
power over
consumption

3

Women lead
buying decisions in
Sweden

4

Women leading the
sustainable
transformation

Women's concern over food prices and geopolitics affects consumption

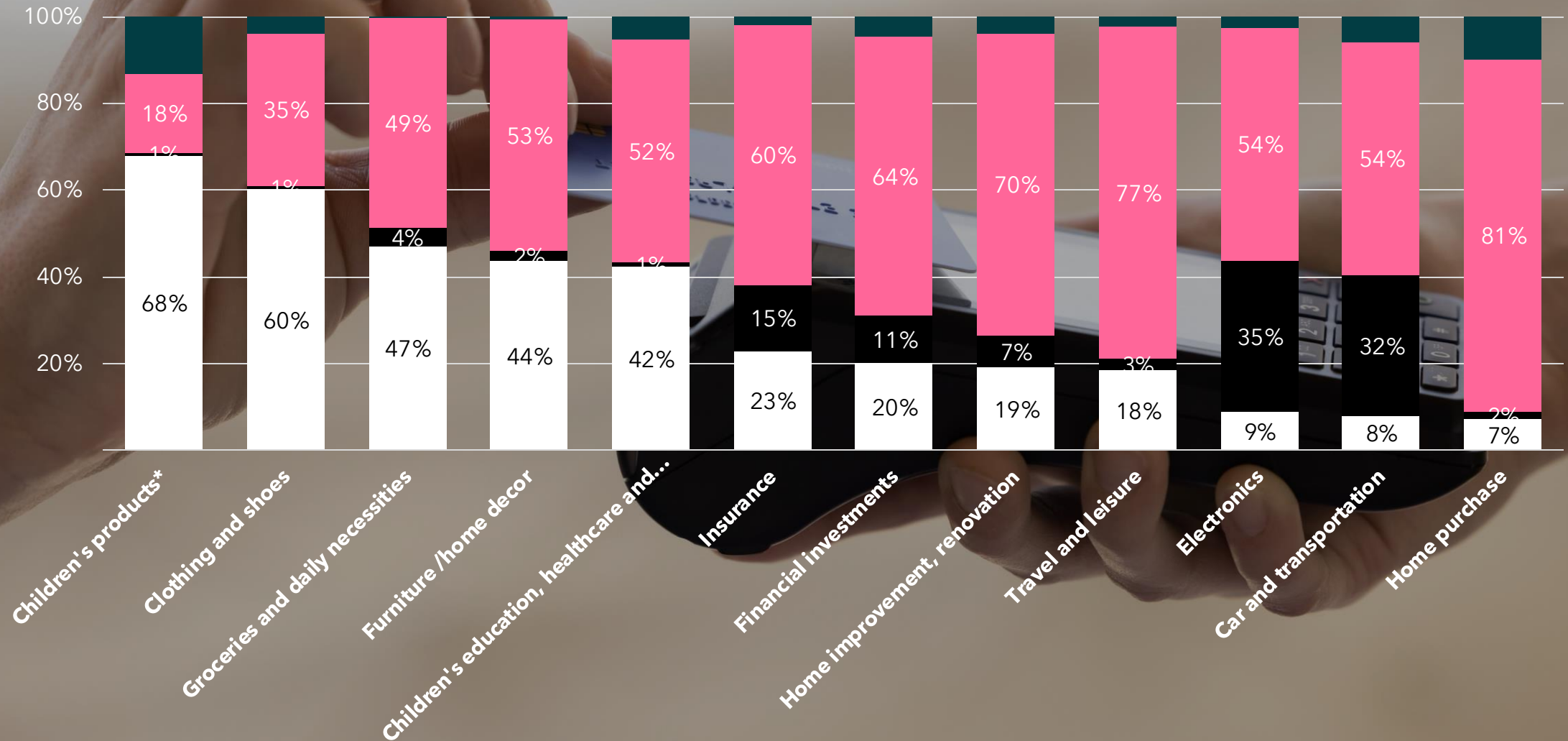


Shift in women's power over consumption

Who has the most influence on purchasing decisions in your household for the following categories?

Base: Women 18-75 years with a partner/married

■ Primarily me ■ Primarily my partner ■ We decide together ■ Someone else/no opinion



Who has the most influence on
purchasing decisions in your household?

Clothing & shoes

60% Primarily me

1% Primarily my partner

35% We decide together

Who has the most influence on
purchasing decisions in your household?

Groceries & daily necessities

47% Primarily me

4% Primarily my partner

49% We decide together



Who has the most influence on
purchasing decisions in your household?

Furniture/home decor

44% Primarily me

2% Primarily my partner

53% We decide together

Who has the most influence on
purchasing decisions in your household?

Insurance

23% Primarily me

15% Primarily my partner

60% We decide together



Who has the most influence on
purchasing decisions in your household?

Financial investments

20% Primarily me

11% Primarily my partner

64% We decide together

Who has the most influence on
purchasing decisions in your household?

Car & transportation

8% Primarily me

32% Primarily my partner

54% We decide together



Women lead buying decisions in Sweden

96% of women
drive **everyday
purchases**

6 out of 10
women lead
**clothing &
shoes** purchases

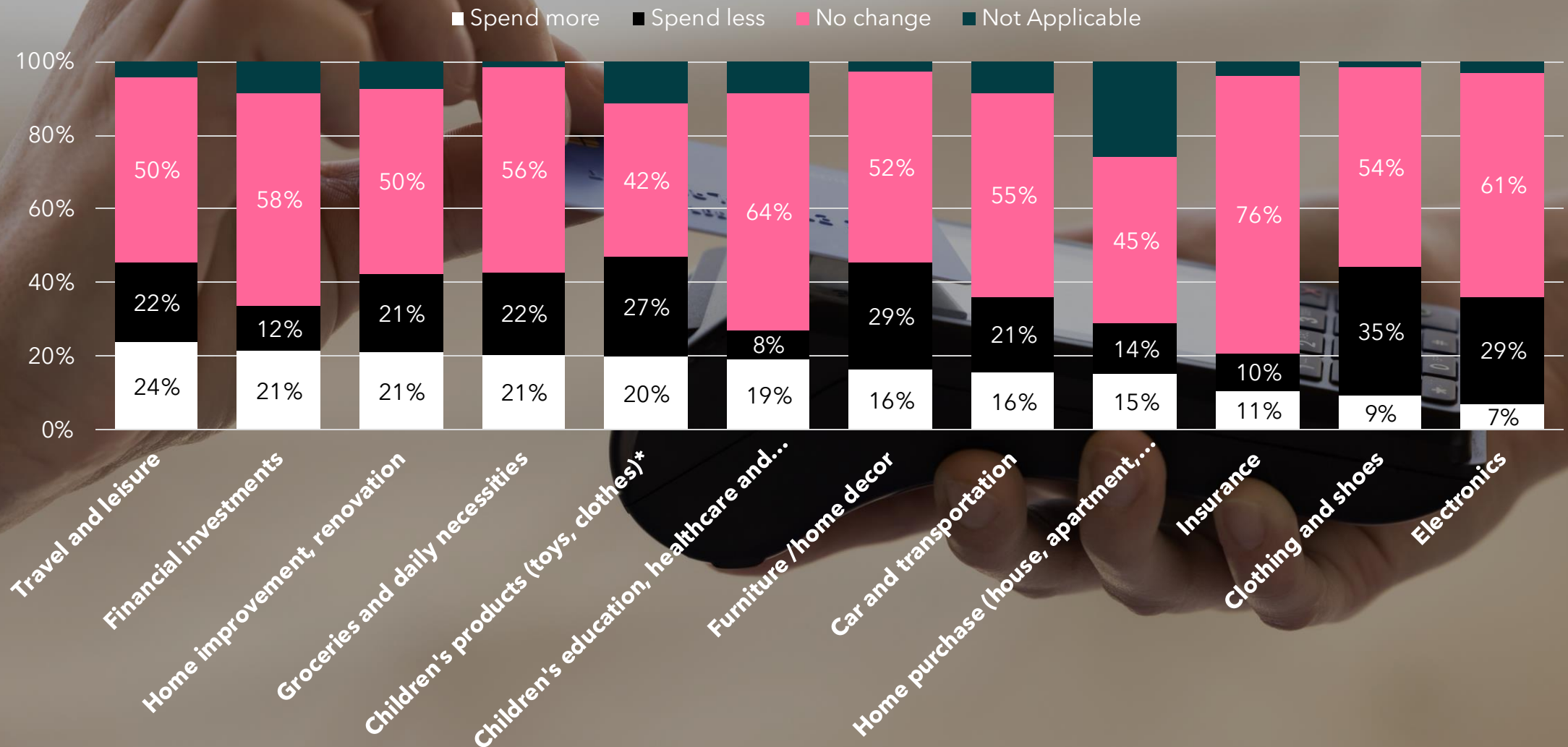
77% decide
travel & leisure
together with
their partner

Car & tech
purchases are
mostly joint
decisions

Looking ahead

women's financial confidence and spending plans

How do you expect you/your household's future spending to change in the following product categories?



How do you expect your household's
future spending to change?

Travel & leisure

24% Spend more

22% Spend less

50% No change



How do you expect your household's future spending to change?

Financial investments

21% Spend more

12% Spend less

58% No change



How do you expect your household's future spending to change?

Home improvement & renovation

21% Spend more

21% Spend less

50% No change



How do you expect your household's future spending to change?

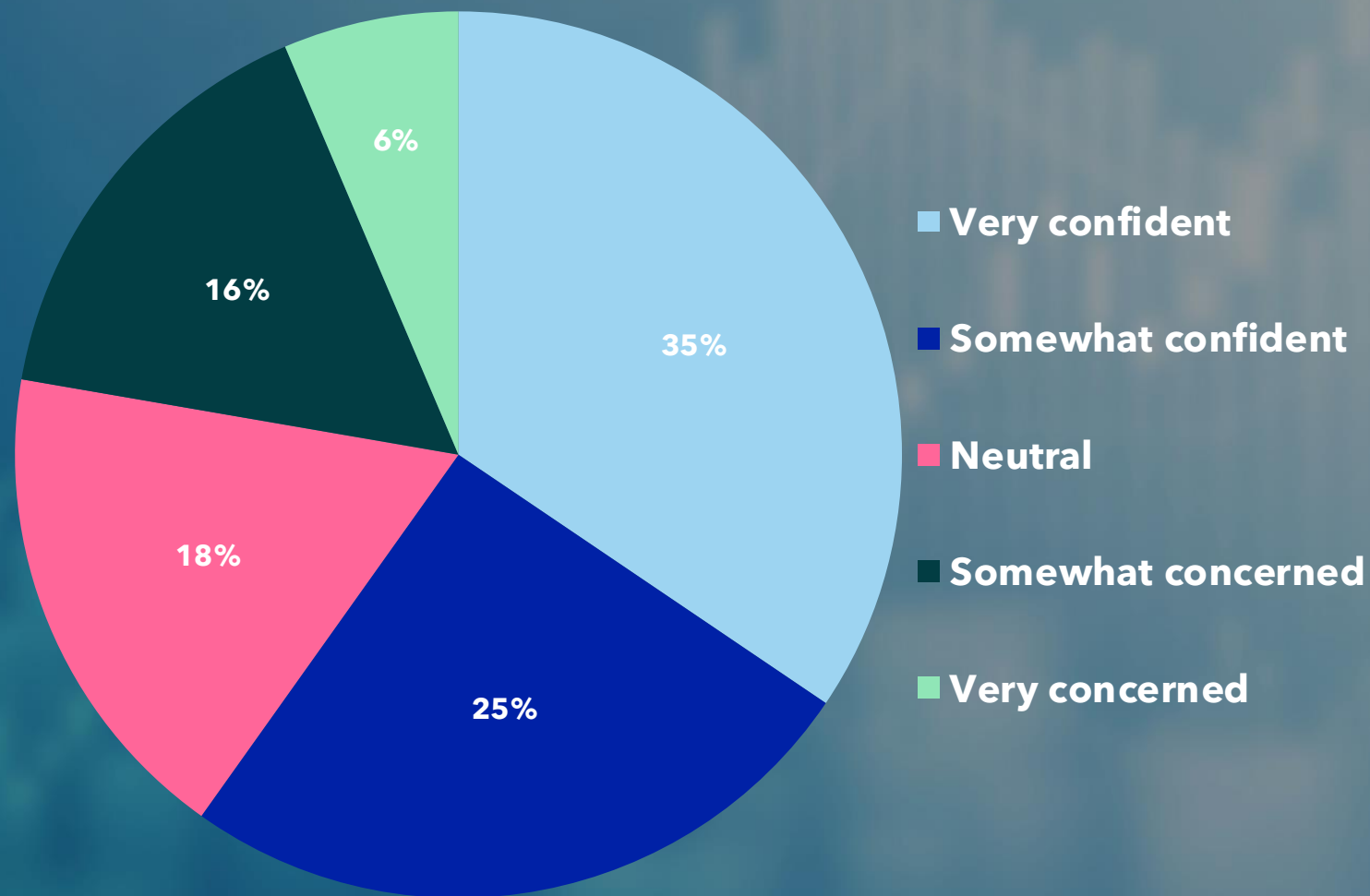
Groceries & daily necessities

21% Spend more

22% Spend less

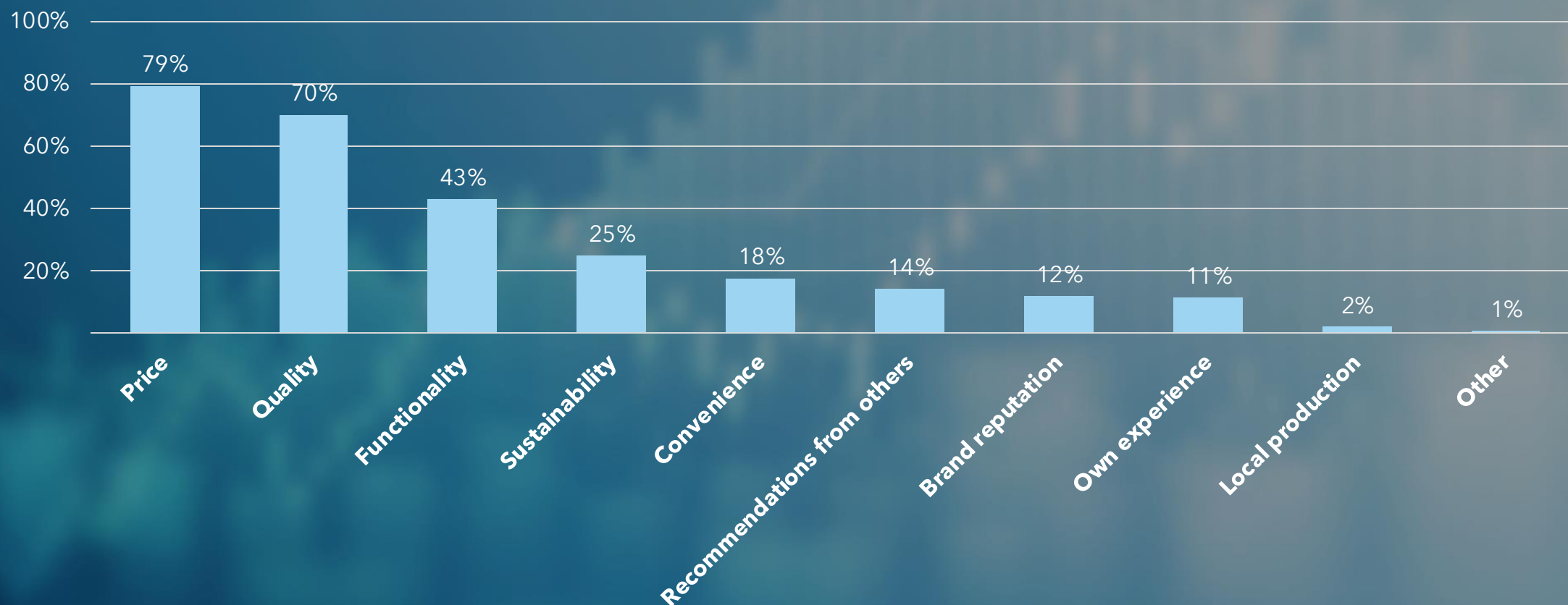
51% No change

How confident do you feel about your personal financial situation in the next 12 months?



Important factors when making significant purchases

When making significant purchases (e.g., electronics, cars, furniture, travel), what are the most important factors for you?



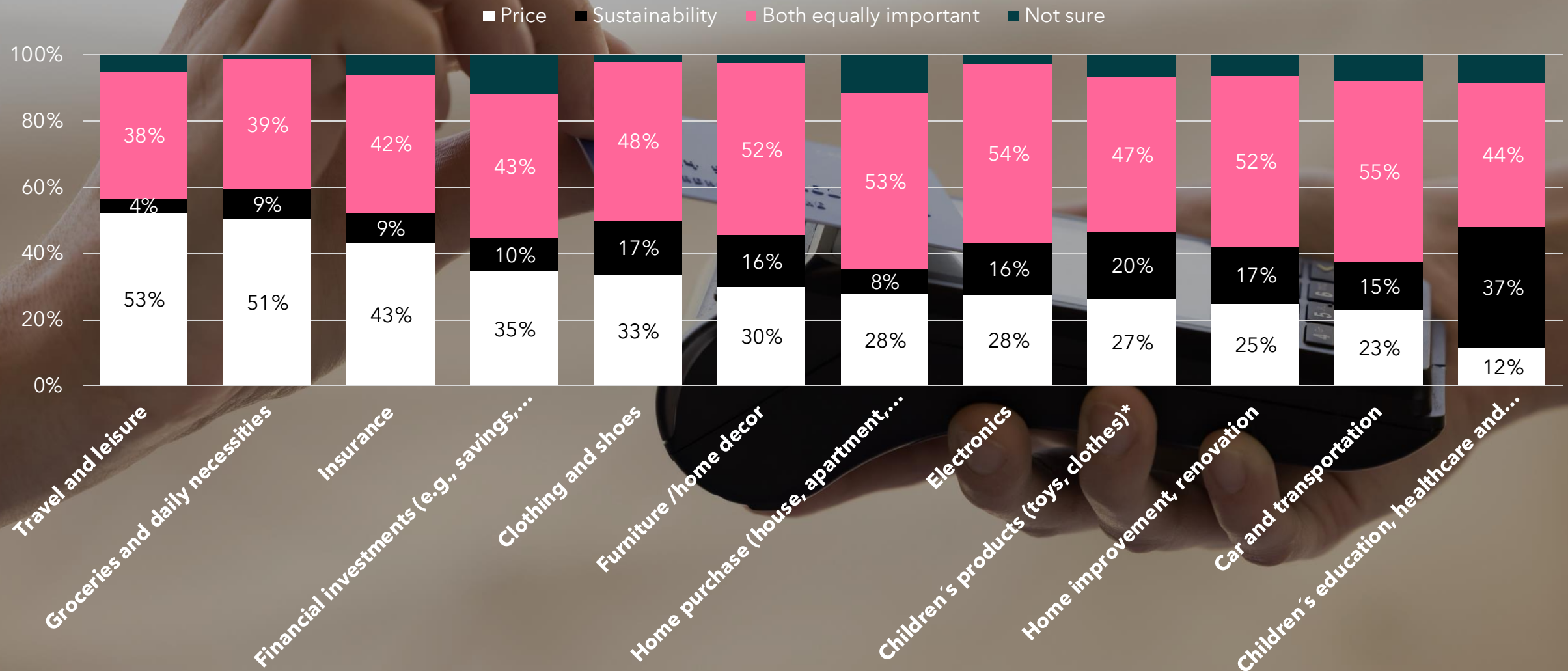
Women leading the sustainable transformation

95%

of Swedish women adopt more sustainable consumption habits



What matters most to you when making your purchasing decisions?



What matters most to you when making your purchasing decisions?

Travel & leisure

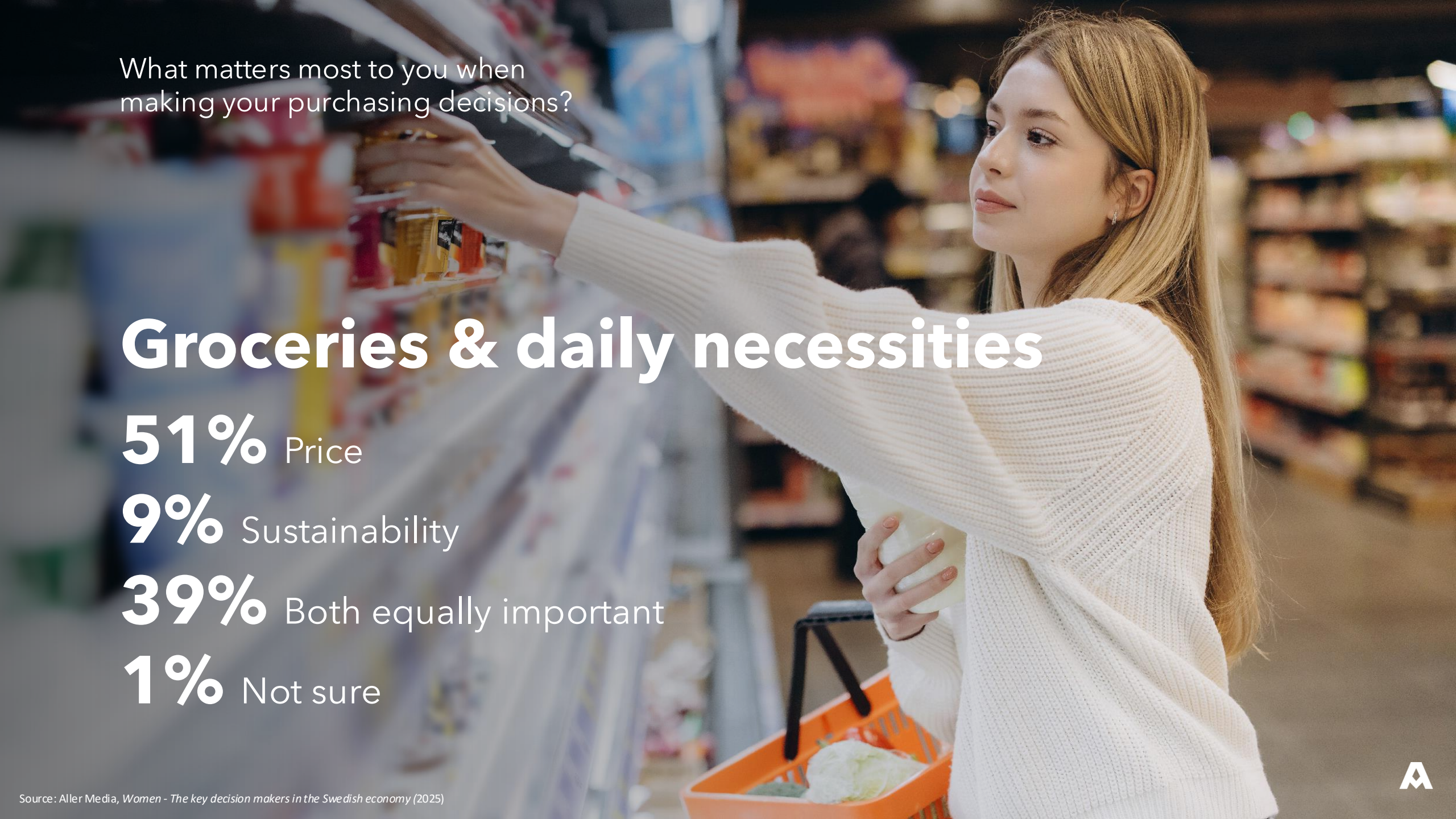
53% Price

4% Sustainability

38% Both equally important

5% Not sure





What matters most to you when making your purchasing decisions?

Groceries & daily necessities

51% Price

9% Sustainability

39% Both equally important

1% Not sure

What matters most to you when making your purchasing decisions?

Insurance

43% Price

9% Sustainability

42% Both equally important

6% Not sure



What matters most to you when making your purchasing decisions?

Car and transportation

23% Price

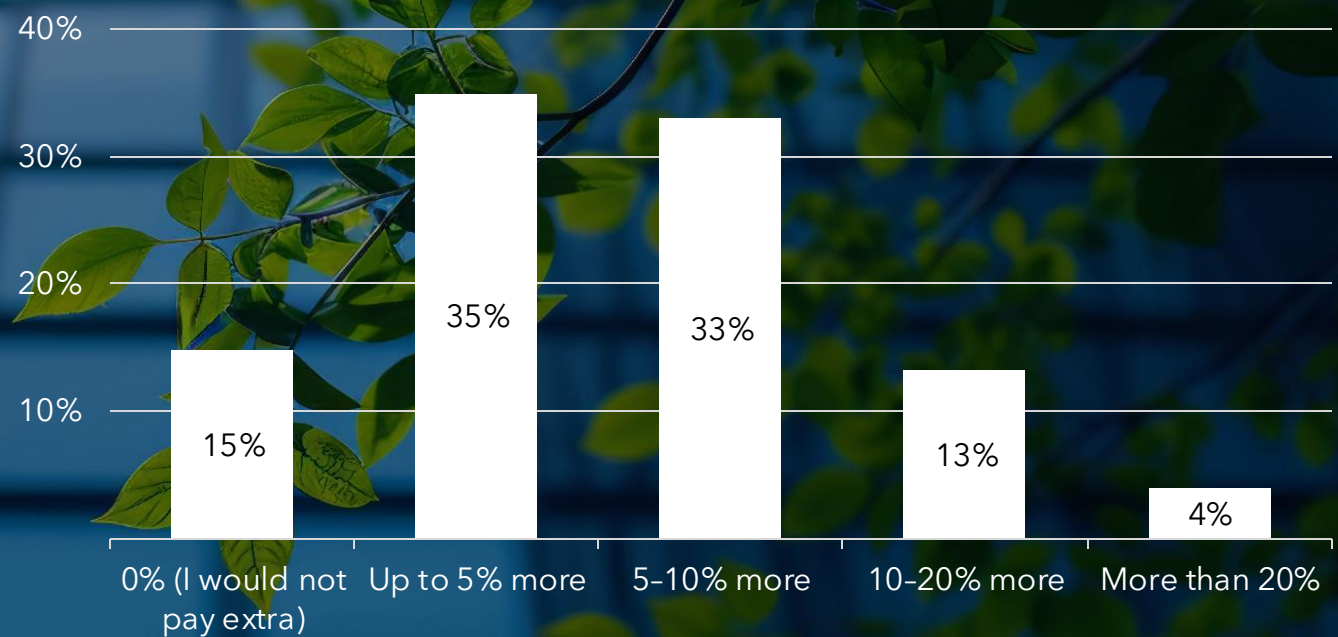
15% Sustainability

55% Both equally important

8% Not sure

1 out of 4 women are very interested in adopting more sustainable consumption habits

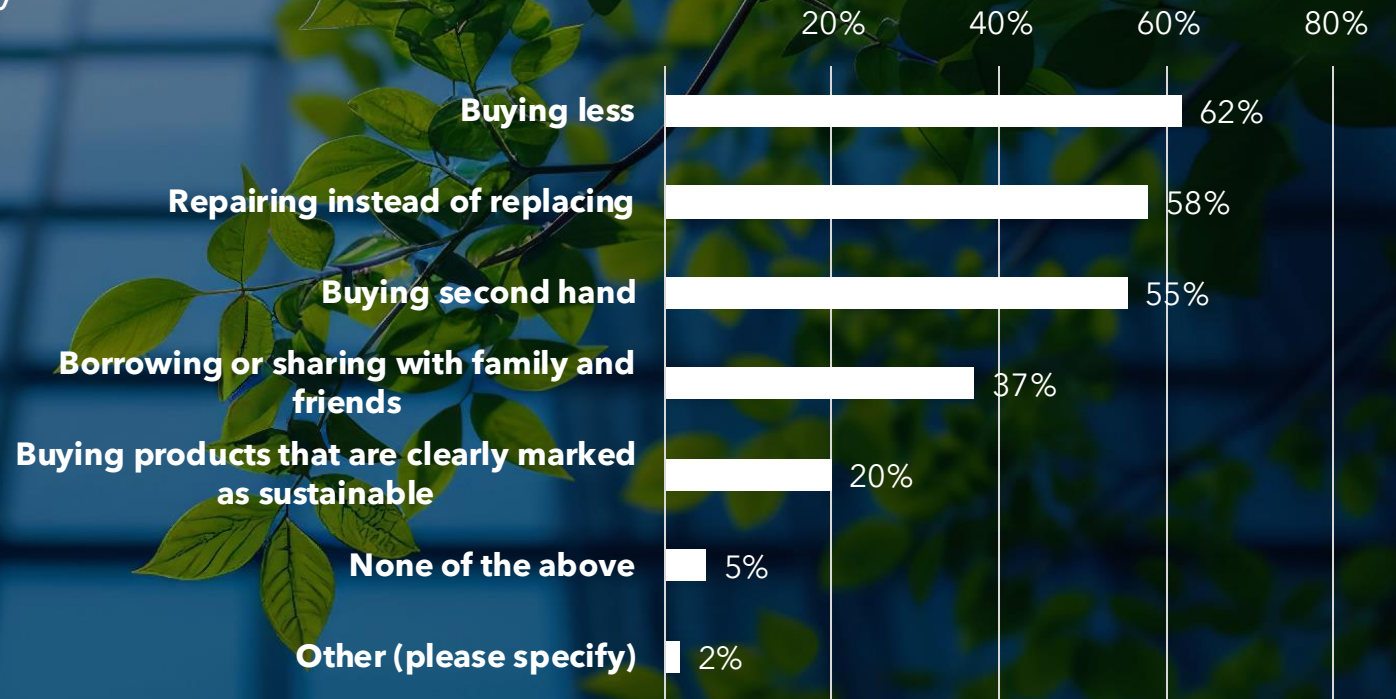
How much more would you be willing to pay for a sustainable product compared to a regular alternative?



21% of women says sustainability influence their purchasing choices *Very much*, 64% answers *Moderately*.

35% of women always or often prefer buying from brands that demonstrate strong social responsibility/sustainability efforts

How do you incorporate sustainability into your purchasing habits?



**The future is in
women's hands**

