

Sweden

Capital: Stockholm
Population: 9,196,227 (2008 estimate)
GDP:* \$333.1 billion (2007 estimate)
Currency: Swedish Krona
Language: Swedish



Summary

Sweden, with a population of about 9 million, had 4.3 million cars in 2007. This corresponds to one car to every 2.2 people. The number of commercial vehicles was 517,000.

The total import of automotive parts and accessories (HS 87.08) was worth US\$ 6.6 billion in 2007. Major supplying countries were Germany (34%), Belgium (10%) and France (6%). US suppliers accounted for 2% percent of the import market.

Current Demand

Generally, Sweden offers a good market for high-quality and technically sophisticated automotive products. Good prospects exist for products within the safety and environment sectors. Swedes are very safety conscious and the manufacturers are known to follow high safety standards.

Sweden is a global leader in renewable energy and alternative fuels use. The Swedish government has pledged to cut CO2 emissions by 25 percent by the year 2020. In 2007, there were 55,000 new environmental vehicles registered which is an increase by 50 percent compared to 2006. Good prospects exist for products within emission technology, alternative energy technology and telematics.

Other products that enjoy good prospects are products that relate to the Swedish climate. Examples are engine heaters for the winter and roof boxes for skis. Extra lights are also popular, especially as it is very dark for 6 months of the year in Sweden. There is also a growing market for truck aftermarket equipment.

Good prospects exist for motorcycles. There are about 300,000 motorcycles on the roads, which can be compared with 125,000 twelve years ago. The trend is for smarter, stronger - and more expensive motorcycles. In 2007, Harley-Davidson sold 2,029 motorcycles, which was an increase by 10 percent compared with 2006.

Another sector of interest is specialty vehicles. Customizing cars is a hot trend. Many Swedes consider the U.S. to be a leading country when it comes to styling and tuning their cars. The most popular cars for customizing are European and Japanese models. The Swedish makes Volvo and Saab take the lead followed by German cars; in particular VW, Audi and BMW. The most popular Japanese cars for customizing are Honda, Nissan and Toyota.

The products, which traditionally are most popular in the styling and tuning sector are tires and wheels, lowering kits, and exhaust systems. The trend is moving towards more visible products such as body kits, spoilers and lighting equipment. Steering wheels, rims, mirrors and decorations for the exterior of the car also sell well. It is also popular to install impressive stereo equipment.

Classic U.S. cars and muscle cars are very popular in Sweden. The Swedish Federation of Historic Vehicle Clubs has 156 registered member clubs with 95,000 members. They estimate that there are at least 250,000-300,000 historic vehicle enthusiasts in Sweden.

Trade Events

"Lastbil 2008" – truck exhibition
Jönköping, August 20-23, 2008
(Biennial)

<http://www1.elmia.se/lastbil/>

Svenska Bilsportmässan (Swedish Motorsport Exhibition)
Stockholm International Fairs
Stockholm, November 28-30, 2008

<http://www.bilsportmassan.se>

Bilsport Performance & Custom Motor Show
Elmia, Jönköping, March/April, 2009

http://www.custommotorshow.se/2007/info_eng.php



Available Market Research

Automotive Parts and Accessories including Aftermarket and OEMs (2006)

Automotive Aftermarket - Specialty Equipment (Styling and Tuning) (Aug 2006)

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