

Top visited Commercial Hubs in Sweden



3

Area
deep-dives

Intro



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We are delighted to present this comprehensive report, a collaborative effort between Plaaace and Telia Company, highlighting the most visited commercial hubs in Sweden.

The report unveils valuable insights into consumer behaviour, identifying not only the most frequented areas but also the factors that contribute to their popularity.

Our hope is that this insight will play a pivotal role in guiding future development and investment decisions, contributing to the growth and success of the Swedish commercial landscape.



Let's create **vibrant streets** and cities, together



At **Place**, we work to give cities life and energy. We believe that living cities and streets are created when shops, property managers and urban planners get access to fresh data for efficient decision making.

With our easy-to-understand and user-friendly platform, we offer powerful data and useful insights to make this possible. We dream of cities full of life, where every decision contributes to an exciting and coherent urban experience and profitable locations.



“Data shows
people's behavior
and provides the
key to
understanding
their needs.”

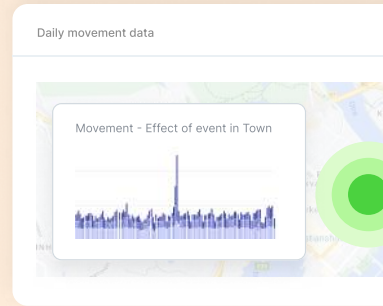
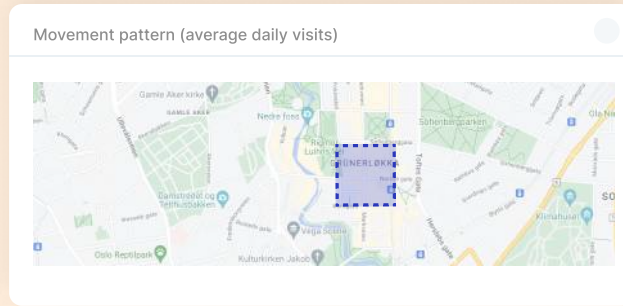
Data sources



Movement

Movement data shows where people are, how long they stay and where they come from

[Read more →](#)

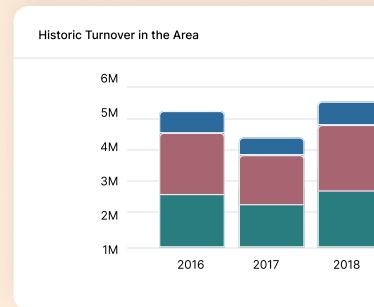
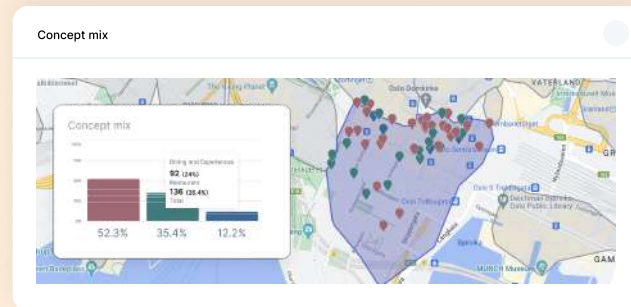


plaaace

Competitive situation

Provides insight into the concept mix and competitors in an area

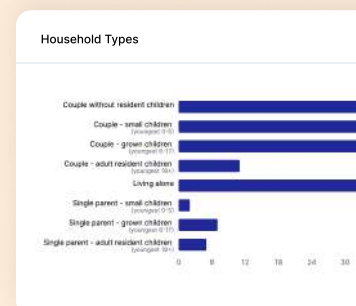
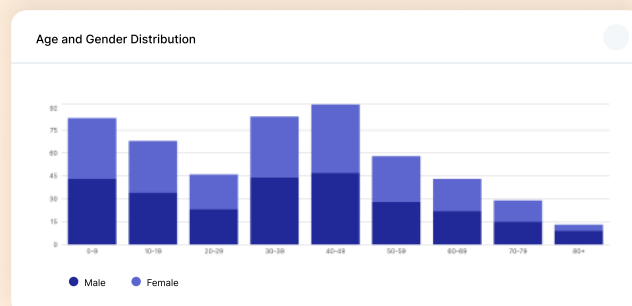
[Read more →](#)



Demographics

Demographics data familiarizes you with who lives in an area, purchasing power and population trends

[Read more →](#)



Top

25

Commercial Hubs in Sweden

**Fresh movement data
for all of Sweden**

Top 25 Hubs

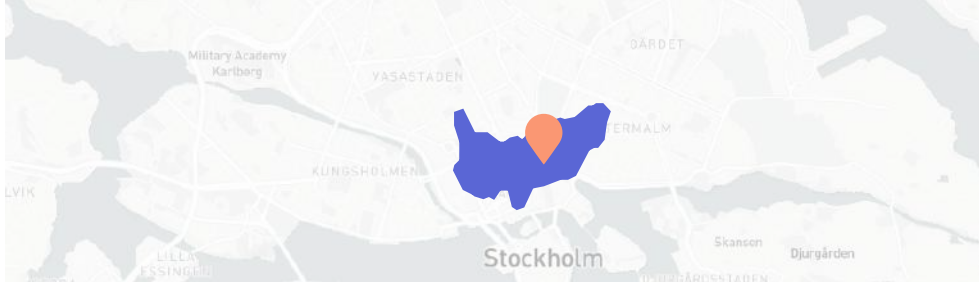
Average daily visits per m2 in 2023

| | | | | | |
|----|-------------|--|-----|---|---|
| #1 | Norrmalm | | 45K |  | → |
| #2 | Arenastaden | | 44K |  | → |
| #3 | Nordstaden | | 27K |  | → |

| | | | | | |
|-----|-----------------|-----|-----|-------------------|-----|
| #4 | Farsta | 23K | #15 | Uppsala centrum | 14K |
| #5 | Liljeholmen | 22K | #16 | Lund centrum | 14K |
| #6 | Odenplan | 21K | #17 | Gränbystaden | 14K |
| #7 | Rådmanngatan | 21K | #18 | Täby | 14K |
| #8 | Gamla stan | 18K | #19 | Kungsholmen | 13K |
| #9 | Globen | 17K | #20 | Mariatorget | 13K |
| #10 | Kista | 16K | #21 | Karlaplan | 13K |
| #11 | Katarina-Sofia | 16K | #22 | Hornstull | 12K |
| #12 | Göteborg Valand | 15K | #23 | Umeå centrum | 12K |
| #13 | Vasastaden | 15K | #24 | Västerås centrurn | 11K |
| #14 | Odengatan | 15K | #25 | Sickla | 11K |

#1 Norrmalm in Stockholm

See area



Norrmalm, located in the heart of Stockholm, is a bustling shopping hub that draws in locals and tourists alike. As one of the most frequented retail destinations in Sweden, Norrmalm boasts an extensive array of shops that cater to a variety of interests and tastes. From high-end fashion boutiques to unique local shops, Norrmalm offers a shopping experience that is both diverse and exciting.



On average **278k visitors** per day in 2023

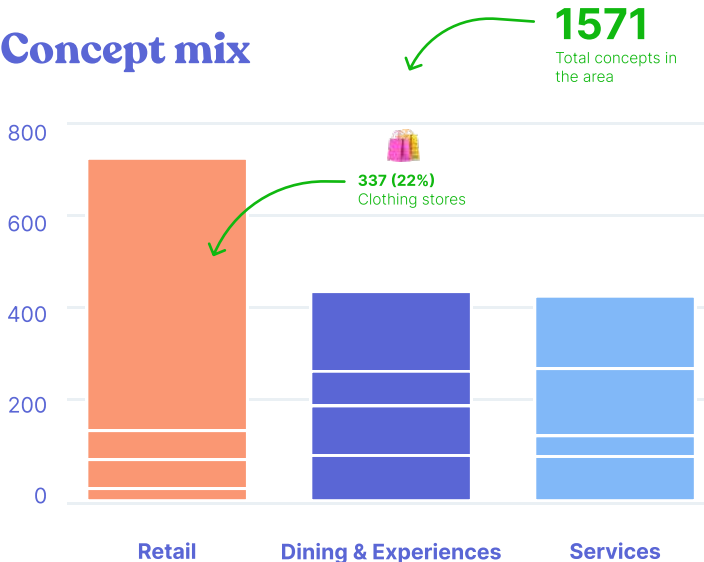


Retail represents **45%** of the total concepts

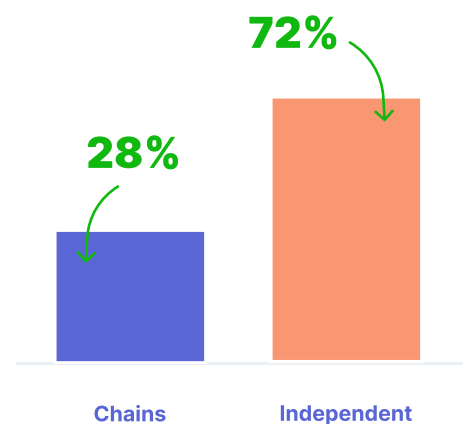


The population is **61k** within **20min** walking distance

Concept mix

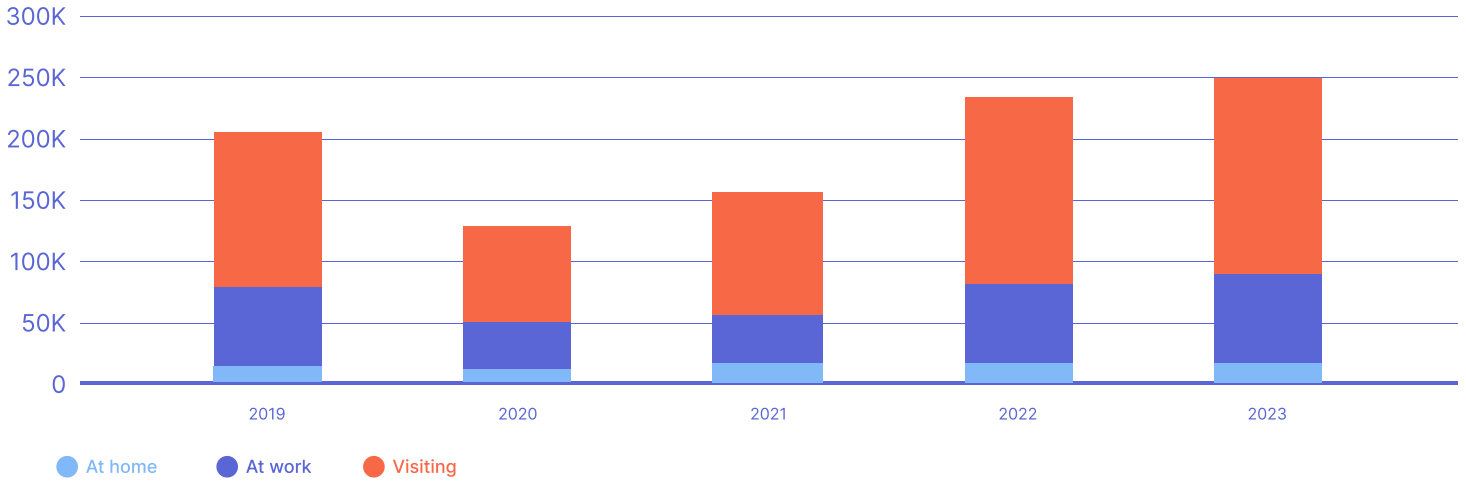


Chains vs. Independent



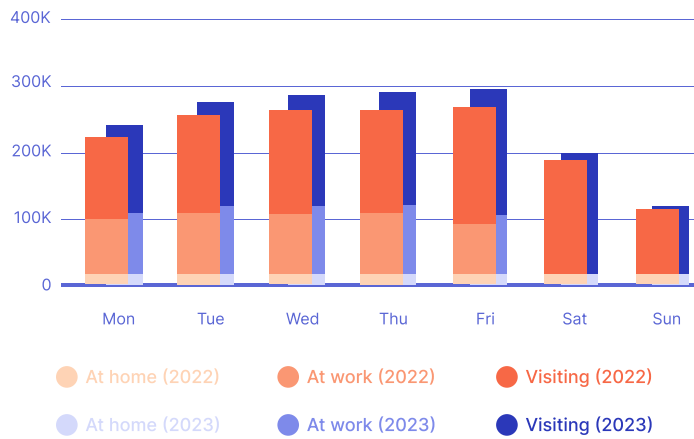
Average daily visitors

2019 - 2023 - Average daily visits over 20min, per year



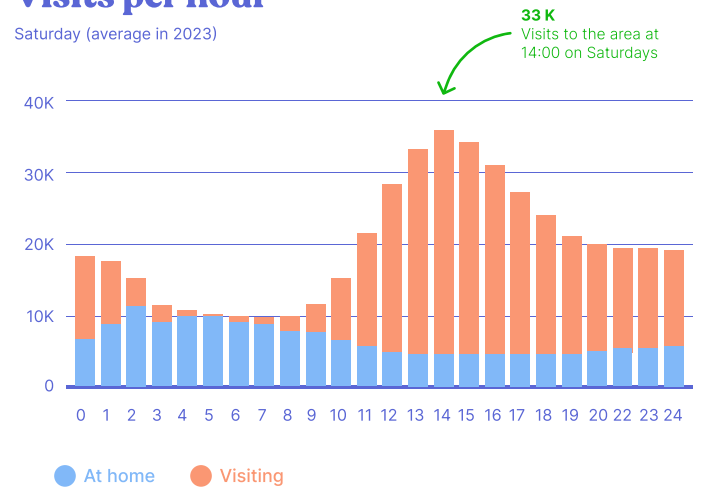
2022 vs 2023

Visits per day of the week (daily average)



Visits per hour

Saturday (average in 2023)



Where visitors live

| Rank | Area | Share of visitors |
|------|----------------------------|-------------------|
| #1 | Stockholms Engelbrekt | 12% |
| #2 | Stockholms Sankt Johannes | 5% |
| #3 | Stockholms Oscar | 5% |
| #4 | Stockholms Hedvig Eleonora | 4% |
| #5 | Hägersten | 3% |
| #6 | Stockholms Adolf Fredrik | 3% |
| #7 | Lidingö | 3% |
| #8 | Stockholms Sankt Matteus | 3% |
| #9 | Stockholms Sankt Göran | 3% |
| #10 | Täby | 3% |



#2 Arenastaden in Solna



Arenastaden is home to both the national football stadium Friends Arena and Westfield Mall of Scandinavia. The mall is a premier shopping center known for its vast array of more than 160 shops and restaurants. The mall has become a must-visit destination for both locals and tourists alike, due to its modern architecture and the unique shopping experience it offers.



On average **33k visitors** per day in 2023



Retail represents **61%** of the total concepts



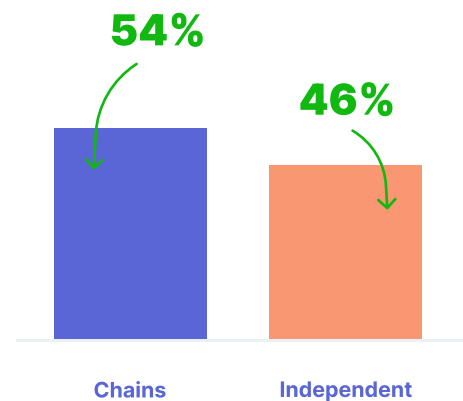
The population is **29k** within **20min** walking distance

Concept mix

194
Total concepts in the area

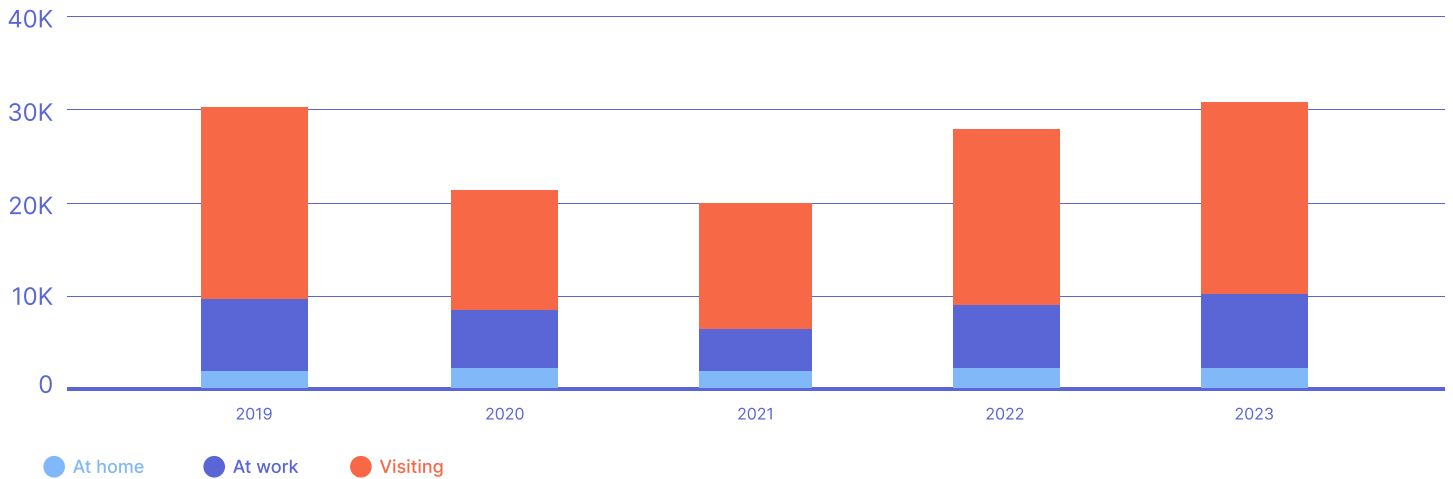


Chains vs. Independent



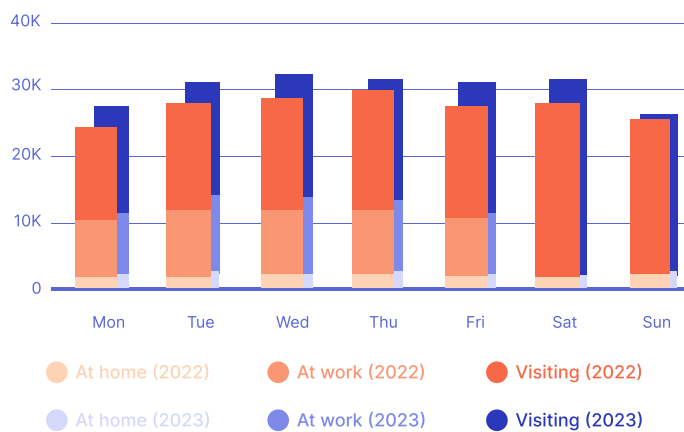
Average daily visitors

2019 - 2023 - Average daily visits over 20min, per year



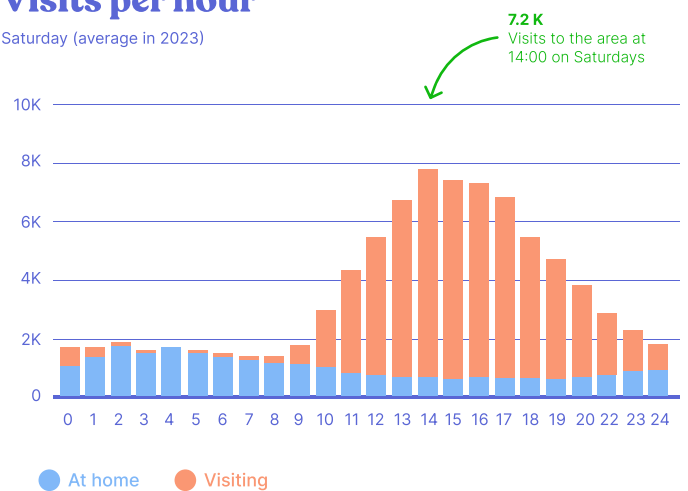
2022 vs 2023

Visits per day of the week (daily average)



Visits per hour

Saturday (average in 2023)



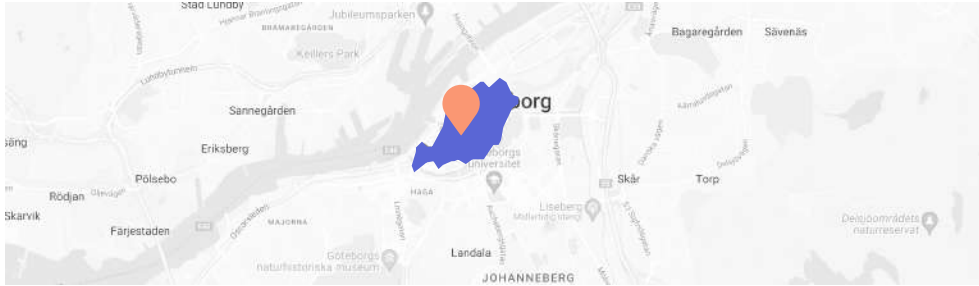
Where visitors live

| Rank | Area | Share of visitors |
|------|--------------------------|-------------------|
| #1 | Solna | 27% |
| #2 | Råsunda | 22% |
| #3 | Sundbyberg | 5% |
| #4 | Sollentuna | 3% |
| #5 | Bromma | 2% |
| #6 | Spånga | 2% |
| #7 | Täby | 2% |
| #8 | Stockholms Sankt Göran | 2% |
| #9 | Hägersten | 2% |
| #10 | Stockholms Sankt Matteus | 2% |



#3 Nordstaden in Gothenburg

[See area](#)



Nordstaden is the main commercial area in Gothenburg, offering a mix of high street retail and shopping mall amenities with a total of more than 800 shops and restaurants. Norstan, located north in Nordstaden, is Sweden's largest shopping mall in terms of revenue, with more than 200 shops. The Nordstaden hub consists of a high share of restaurants (30%) and more than 60% independent businesses.



On average **104k visitors** per day in 2023



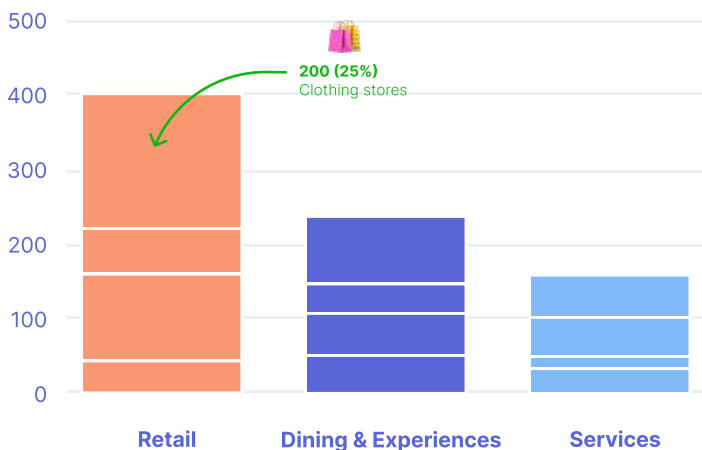
Retail represents **50%** of the total concepts



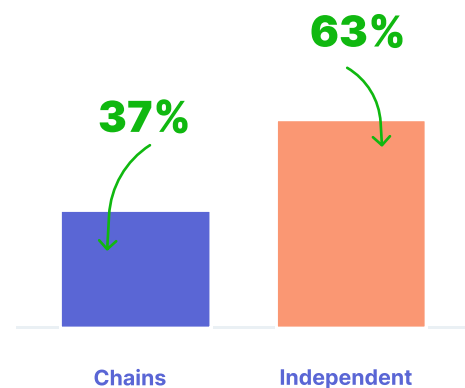
The population is **25k** within **20min** walking distance

Concept mix

812
Total concepts in the area



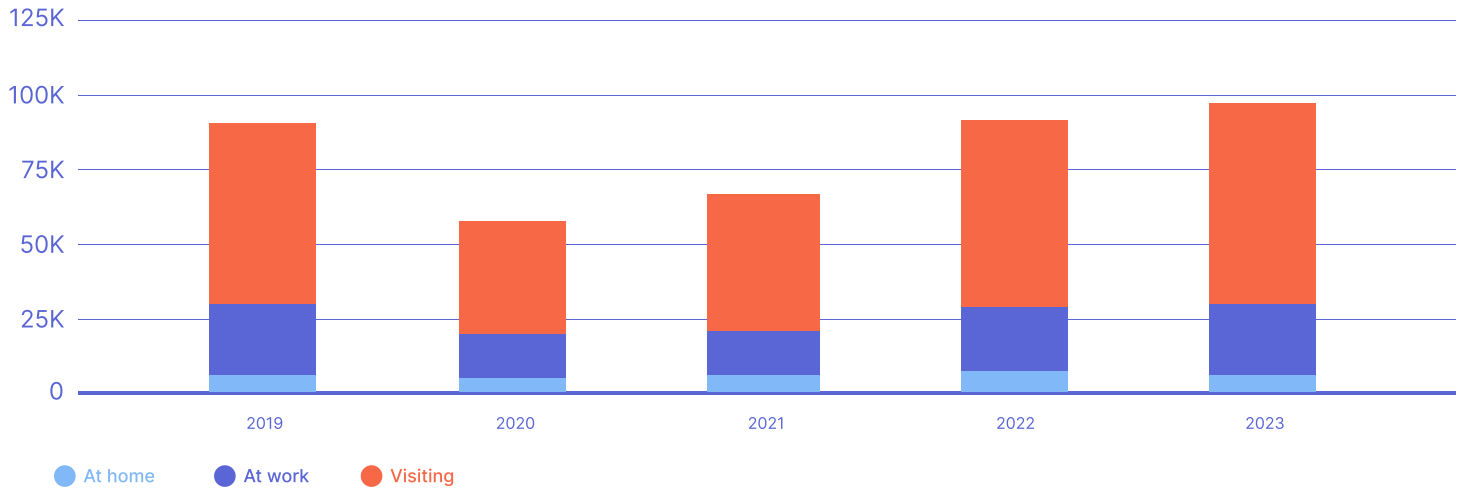
Chains vs. Independent



Average daily visitors

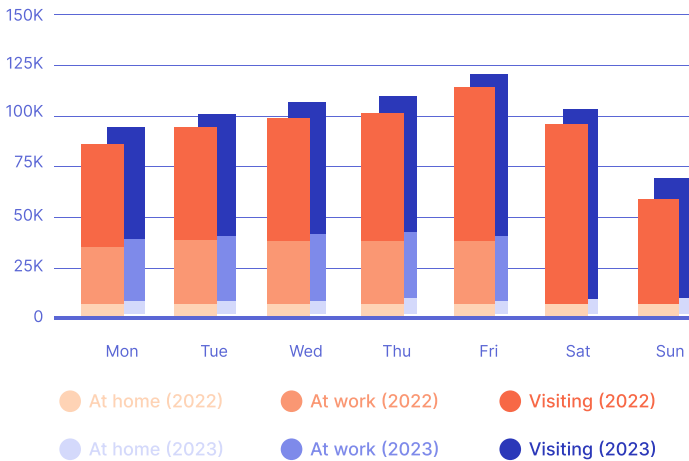
[See area](#)

2019 - 2023 - Average daily visits over 20min, per year



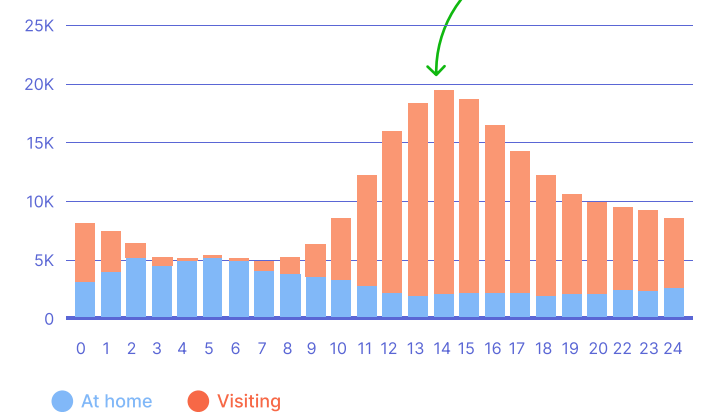
2022 vs 2023

Visits per day of the week (daily average)



Visits per hour

Saturday (average in 2023)

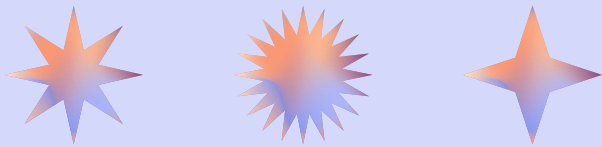


Where visitors live

| Rank | Area | Share of visitors |
|------|----------------------------|-------------------|
| #1 | Göteborgs domkyrkodistrikt | 14% |
| #2 | Haga | 5% |
| #3 | Johanneberg | 4% |
| #4 | Lundby | 4% |
| #5 | Örgryte | 3% |
| #6 | Göteborgs Karl Johan | 3% |
| #7 | Härlanda | 3% |
| #8 | Brämaregården | 3% |
| #9 | Annedal | 3% |
| #10 | Göteborgs Sankt Pauli | 3% |



Want to see more data?

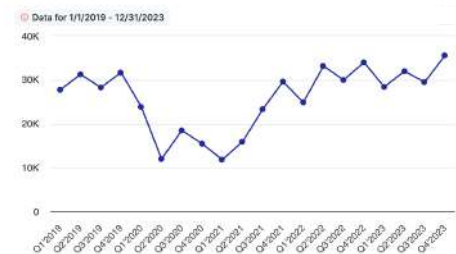


The **Plaace** platform provides a unique dashboard with live insights for the top 3 areas presented in this report. Check it out!

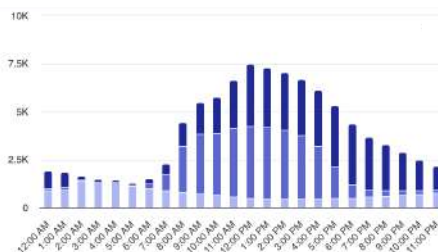
[View live Dashboard](#)

Top Visited Commercial Hubs in Sweden

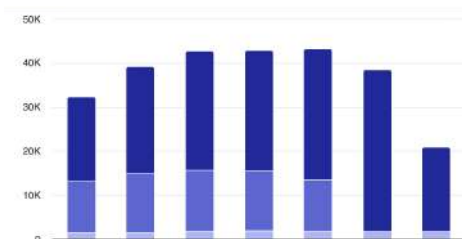
Average daily area visitors - per quarter



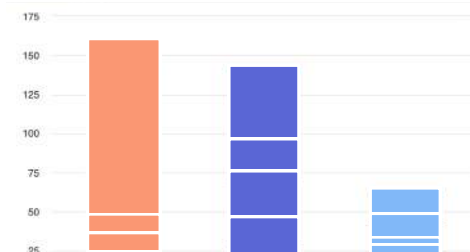
Visits per Hour in time period (daily average)



Visits per Day of the Week in time period (daily average)



Concept mix



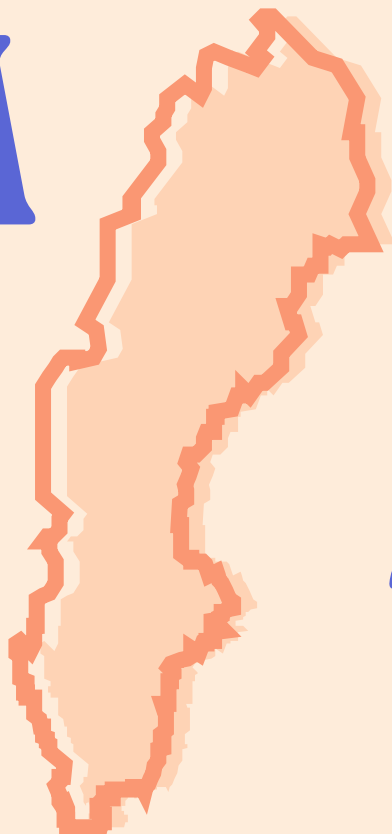
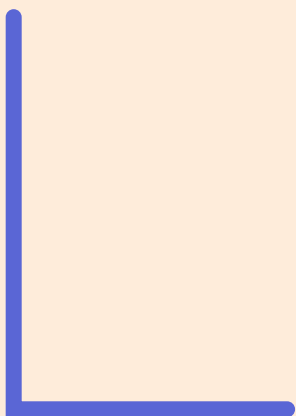
Fresh data



Unlock a world of insights with our movement data set, offering granular, timely, and comprehensive understanding of movement patterns. From long-term trends to hourly fluctuations, visitor origins and peak days

5M

Mobile subscribers



100k

Radio cells

~400

Network pings per subscriber per day



Methodology



Step 1 - Identify Hubs

Using Point-of-interest data on all retail, restaurant and service businesses in Sweden, we have identified the top commercial hubs across cities and regions.

Step 2 - Measure Movement

The hubs have been matched with Telia movement data to rank the top 25 areas based on average daily visits per m² in 2023.

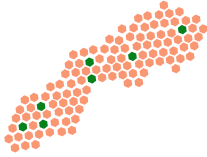
Step 3 - Deep Dive

The top 3 areas are researched in detail to provide insights into their unique composition.

Use Cases for Retail Chains

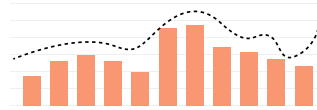
The Plaace platform provides access to area insights in the Nordics, empowering you to make informed, data-driven decisions across various domains.

Select Optimal Sites



- Find the next location with the highest revenue potential
- Whitespot analysis for new opportunities
- AI & Machine Learning to estimate revenue for new locations

Benchmark Your Stores



- Understand how your stores perform in comparison to local and national trends
- Benchmark performance against competitors
- Identify stores that are over and under performing, and take necessary actions

Improve your Operations



- Renegotiate lease contracts with hard facts
- Better understand the untapped potential for each location
- Follow the trends in footfall for your locations



Birgitte Heskestad Ellingsen
Akershus Eiendom

“

The solution is very easy to use

“The solution is very easy to use, and with unique data gathered in one place, we can create even better analysis on behalf of our customers”

Key Benefits



Useful Insights

“Useful insights when establishing, and a good support tool for follow-up and insight into existing locations”



Espen Berger
CEO



Confidence

“With Plaace we can almost eliminate the risk of choosing a bad location”



Erik Reh binder
Co-Founder **squeeze**



Maximise profits

“Better data for decisions when establishing a new location”



Erlend Kramer
Country Manager **RUSTA**

place

Book a free demo for your area

[Click here](#)

Let's create **vibrant streets** and cities, together