



Building an Isagenix Business in
SWEDEN



Sweden OVERVIEW

- Sweden is 9 hours ahead of Isagenix HQ and is on Central European Time (UTC+02:00).
- The Isagenix European Office is located in London (UK).
- In 2020 Swedish purchasing power stands at 499,88 kr (\$54,628) per capita.
- The capital Stockholm is the tech startup capital of Europe with the 2nd most unicorns per capita in the world, behind only Silicon Valley. The Swedish unicorns Skype, Spotify, Klarna, Mojang (Minecraft) and King (Candy Crush) were all founded in Stockholm!
- Sweden currently has a population of just over 10 million with approximately 61% between the ages of 15 and 64 years old.
- Sweden is the world's third-largest exporter of music after the UK and U.S. In 2012, half of the top songs on the Billboard Hot 100 were produced or written by a Swede.
- English is widely spoken in Sweden.

Sweden is located in Northern Europe and shares its borders with three other Countries.



Sweden

GETTING TO KNOW THE PEOPLE



BUSINESS ETIQUETTE

- Introduce yourself by way of a handshake.
- When addressing your Swedish counterpart, don't hesitate to use their first names rather than their surname and title. This is also appropriate for those you haven't met before.
- Punctuality is valued in Sweden.



LOCAL MENTALITY

- Avoid making comparisons between Sweden and other Nordic countries (Denmark, Norway, Finland and Iceland).
- Swedish people are often quite open and it can be seen as a normality to hug friends and family.

Sweden CONSUMER CONCERNS

Economy

20%

Health

18%

Saving

53%

Holidays / Vacations


36%

New Clothes

27%

Sweden COMMUNICATION

CONSUMER SOCIAL MEDIA

FACEBOOK 



INSTAGRAM 



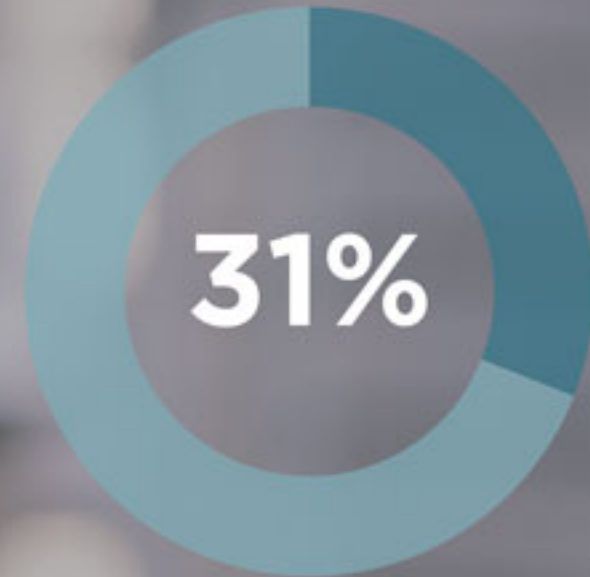
SNAPCHAT 



FLASHBACK 



LINKEDIN 



LANGUAGE BASICS

Ja | Yes

Nej | No

Hej | Hello

Hejdå | Goodbye

God morgon | Good morning

God eftermiddag | Good afternoon

God kväll | Good evening

Behaga | Thank you

Ursäkta mig | Excuse Me