

5

Swedish Fashion Retailers on Social Media: The Leaders & the Laggards



CURE

MEDIA

LINDEX



ÅHLÉNS

INDISKA 

NΛ-KD®



ABOUT THE REPORT

We have researched a handful of Swedish fashion brands active on social media in 2022. These brands represent a mix of digital natives and heritage labels.

Across the board, these brands have fine-tuned their marketing to attract the younger shoppers of the Gen Z and millennial generations. All five brands provide distinct insights for fashion brands hoping to be digitally agile and relevant to younger audiences.

INTRODUCTION

The five brands included in this report offer mass-market price points. Other than this, each company occupies a unique position in the fashion retail market. Lindex, MQ, Åhléns, and Indiska were founded long before the rise of e-commerce and have since undertaken impressive digital transformations to remain relevant to their younger target audiences. NA-KD, on the other hand, is the definitive digital rocket of the group. Established in 2015, this digital-first brand has a distinct tone of voice and brand visuals, which have cemented it as a favourite among Gen Z and millennials.



LINDEX



Founded: 1954

Revenue: 607 MEUR

440 stores

Majority physical sales

Active in 18 markets

Founded: 1988

Revenue: 74 MEUR

105 stores

Majority physical sales

Active in Sweden

ÅHLÉNS

Founded: 1899

Revenue: 470 MEUR

60 stores

Majority physical sales

Active in Sweden

INDISKA

Founded: 1901

Revenue: 30 MEUR

48 stores

Majority physical sales

Active in Scandinavia

NA-KD®

Founded: 2015

Revenue: 230 MEUR

1 Store

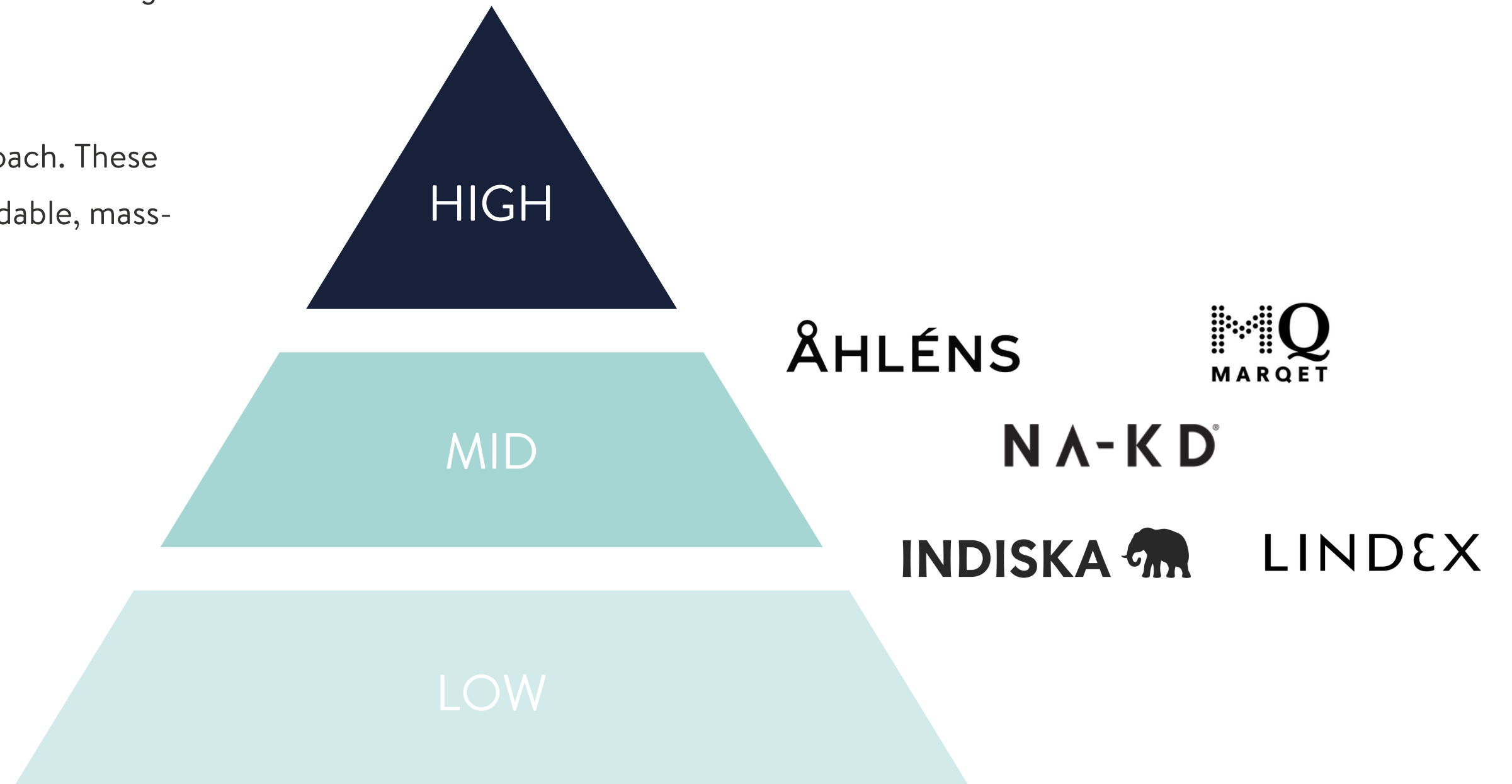
Majority online sales

Active in 40+ markets

PRICE SEGMENT

Each brand in this report primarily offers mass-market pricing. However, Åhléns and MQ have a bit more variation in their prices, as both companies stock an array of brands that range from budget to designer.

Lindex, NA-KD, and Indiska take a different approach. These companies only offer in-house brands at an affordable, mass-market price point.



SOCIAL MEDIA FOLLOWINGS

NA-KD is the definitive leader of the group, with the largest following on Instagram, Gen Z and millennials' platform of choice and their top destination for fashion inspiration. They also have a strong presence on TikTok, Gen Z's second favourite app for fashion inspiration. The heritage brands have comparable followings on Facebook and Instagram but have failed to create a presence on TikTok, except Indiska. While the brand doesn't have many TikTok followers yet, its consistent content on the platform is setting the stage for future growth.



	Instagram	Facebook	TikTok	YouTube	Twitter	Pinterest
Lindex	314 000	379 000	Not active	1 850	1 940	Not active
MQ Marqet	29 000	116 000	Not active	1 000	Not active	Not active
Åhlens	291 000	245 000	Not active	1 460	Not active	4 500
Indiska	105 000	134 000	70	339	Not active	1 600
NA-KD	3,2 Million	735 000	268 600	Not active	8 000	39 100



INSTAGRAM: FOLLOWERS & ENGAGEMENT



The place for fashion brands to be is wherever consumers are window-shopping. Today, that place is Instagram. Every brand in this report recognises this and has a strong presence on the platform. The digital native NA-KD come in first in terms of followers but has room to improve when it comes to engagement. Amongst the heritage brands, Åhléns has the lowest engagement and is also losing an average of 3 followers daily. Lindex, on the other hand, is growing its follower base every day and boasts a relatively high engagement rate.

	Followers	Avg. daily followers increase*	Total media uploads	Avg. likes	Avg. engagement	Avg. comments
Lindex	314 000	+ 87	4 675	1 074	0,35%	25
MQ Marqet	30 000	+ 36	774	317	1,31%	74
Åhléns	291 000	- 3	2 527	319	0,11%	2
Indiska	105 000	+ 11	3 765	470	0,46%	15
Nakd	3 200 000	+ 433	8 038	5 891	0,18%	15

*Based on 30 day period from April-May 2022



INSTAGRAM: FOLLOWER DEMOGRAPHICS



Instagram is the go-to social media platform for fashion inspiration. Young millennials, ages 26-35, are especially dedicated to Instagram, with 83% listing it as their top platform for this purpose. All five brands have work to do in winning this group over, as young millennials only account for 25%-44% of these brands' follower bases. On average, NA-KD has the youngest followers of the group, while MQ Marqet has the oldest. The rest of the heritage brands are not far behind and would benefit from drawing in more Gen Z and millennials, who now account for more than two-thirds of the population.

	% 18-24 age span	% 25-34 age span	% 35-44 age span	Female %	Avg. age
Lindex	18%	38%	27%	96%	31
MQ Marqet	9%	25%	20%	90%	34
Åhléns	16%	34%	28%	91%	32
Indiska	15%	32%	27%	96%	32
NA-KD	42%	43%	8%	93%	27

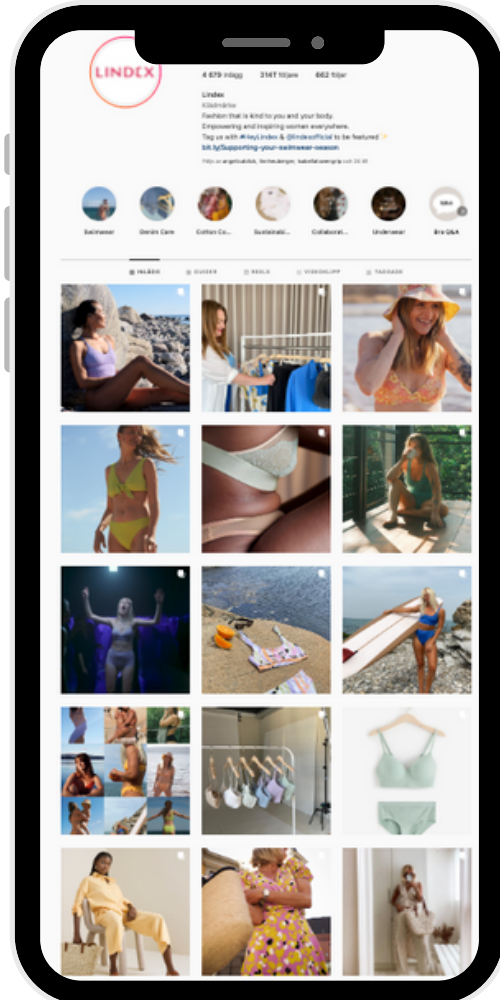


INSTAGRAM VISUALS

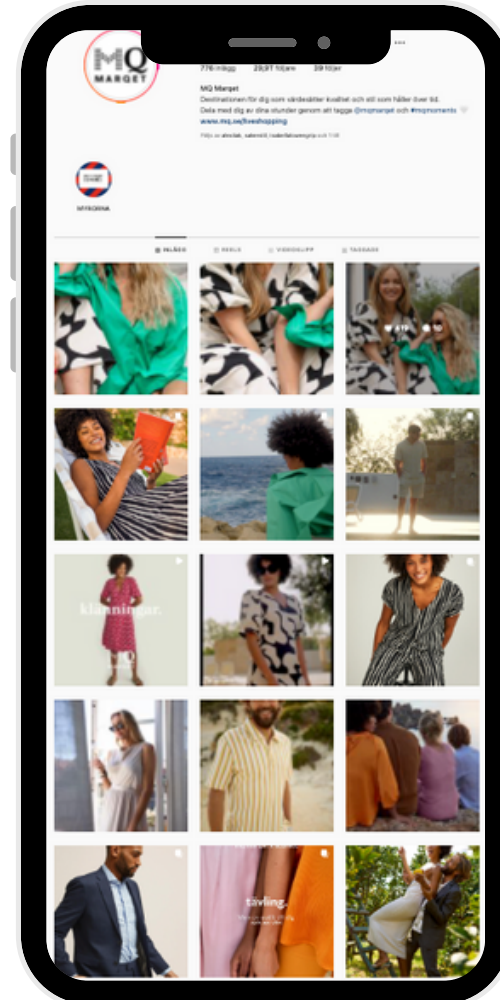


Similar to their Instagram follower metrics, these brands' Instagram visuals can be categorised by whether they are a heritage or digital native brand. Åhléns, Lindex, MQ, and Indiska primarily post brand-generated content, featuring models or aesthetically pleasing shots of their products, with an occasional user or influencer-generated post. Indiska is unique in that they feature their CEO, which adds a human touch to their feed. Digital-first NA-KD largely prioritises user and influencer content in their grid. This content is less picture-picture and therefore more relatable, which likely resonates with their Gen Z and millennial target audiences.

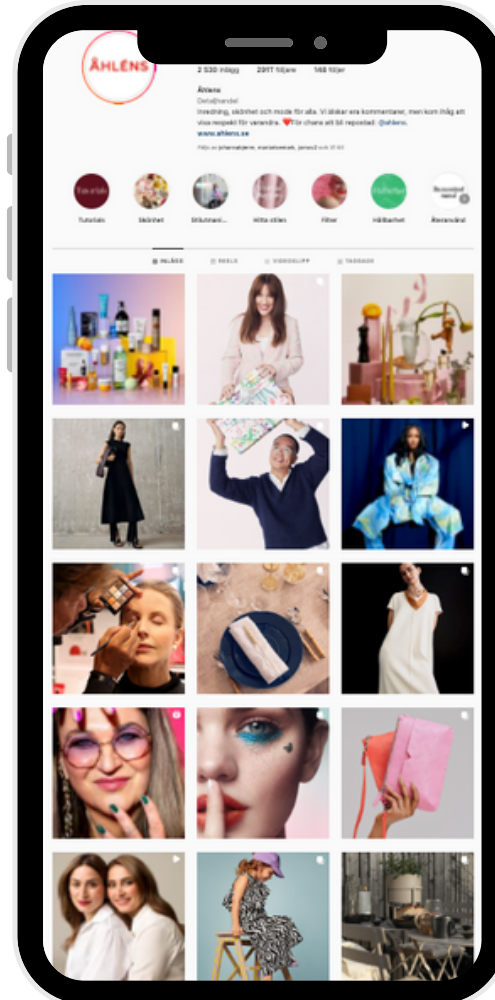
@LINDEXOFFICIAL



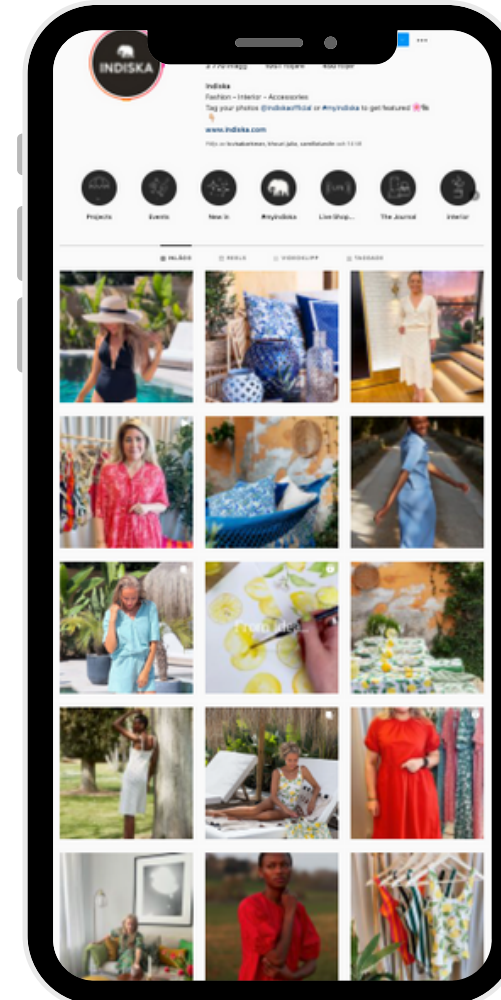
@MQMARQET



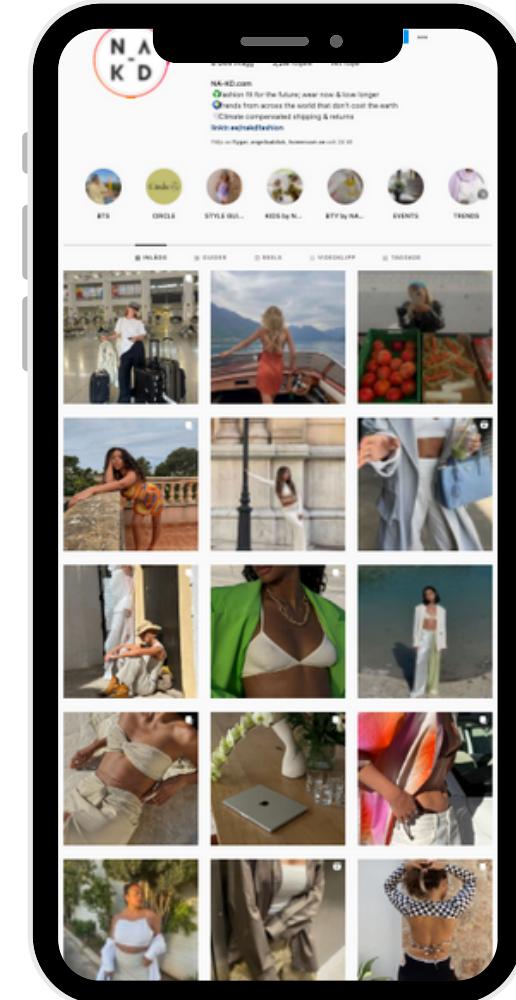
@AHLENS



@INDISKAOFFICIAL



@NAKDFASHION



Images from 2022-05-20

LINDEX

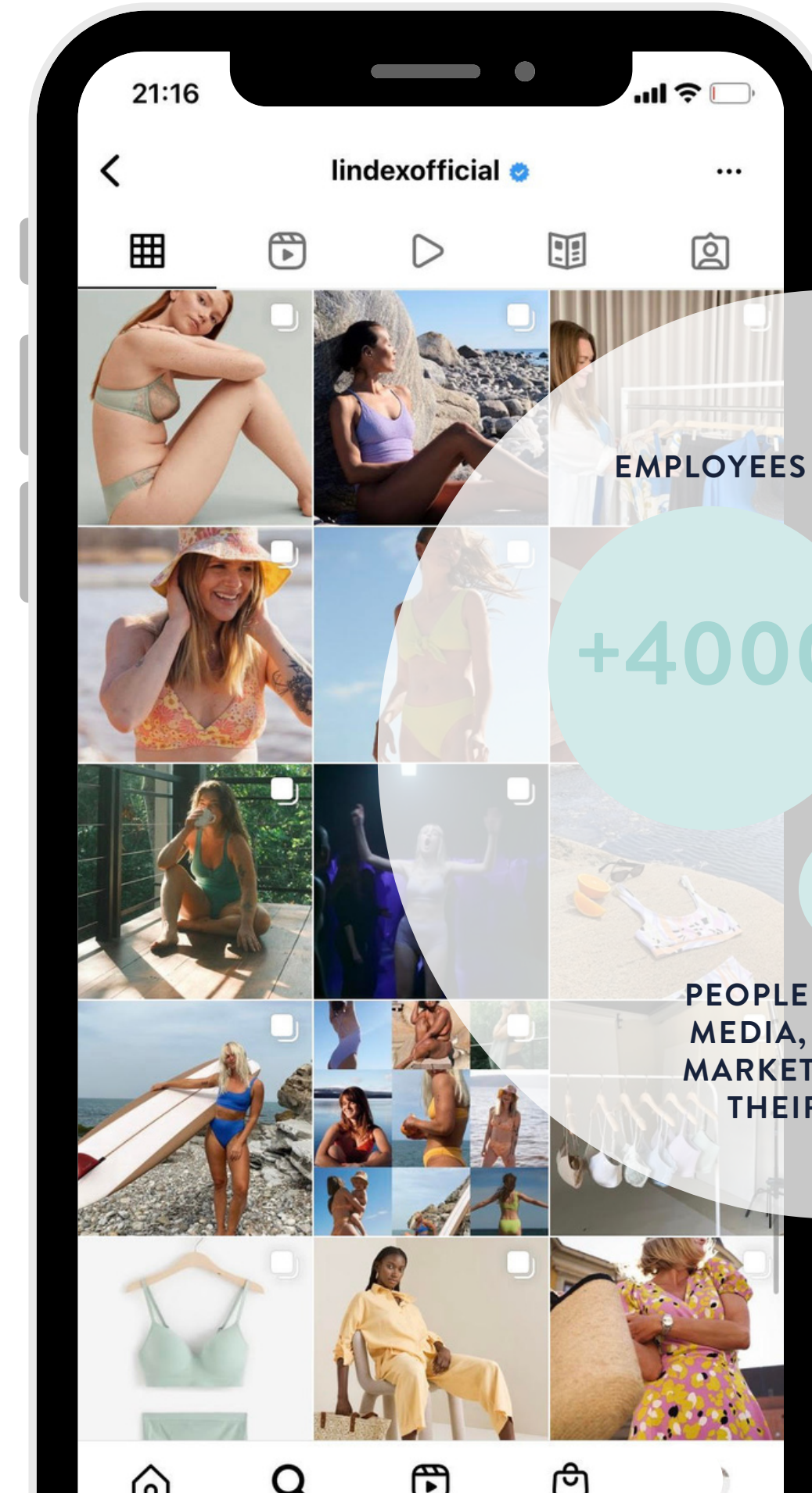
In 1954, Lindex started as a lingerie company in Alingsås, Sweden. They have since expanded to become an international fashion company that offers intimates, cosmetics, and clothing lines for women and children.

Lindex employs more than 4 000 people worldwide, 262 of whom work in marketing. Around 3% of the marketers employed by Lindex work within social media, influencer marketing, or PR.

The brand could definitely benefit from prioritising Gen Z and millennial audiences, as it is not active on TikTok and currently has a bigger audience on Facebook than on Instagram. This is problematic when you consider that 70% of Gen Z and millennials are active on Instagram and 55% of Gen Z is on TikTok.

One way for Lindex to bring over younger shoppers to their social pages is to publish more user-generated than brand-generated content, which is likely to feel more authentic and therefore lead to more engagement.

Instagram	Facebook	TikTok	YouTube	Twitter	Pinterest
314 000	379 000	Not active	1850	1940	186



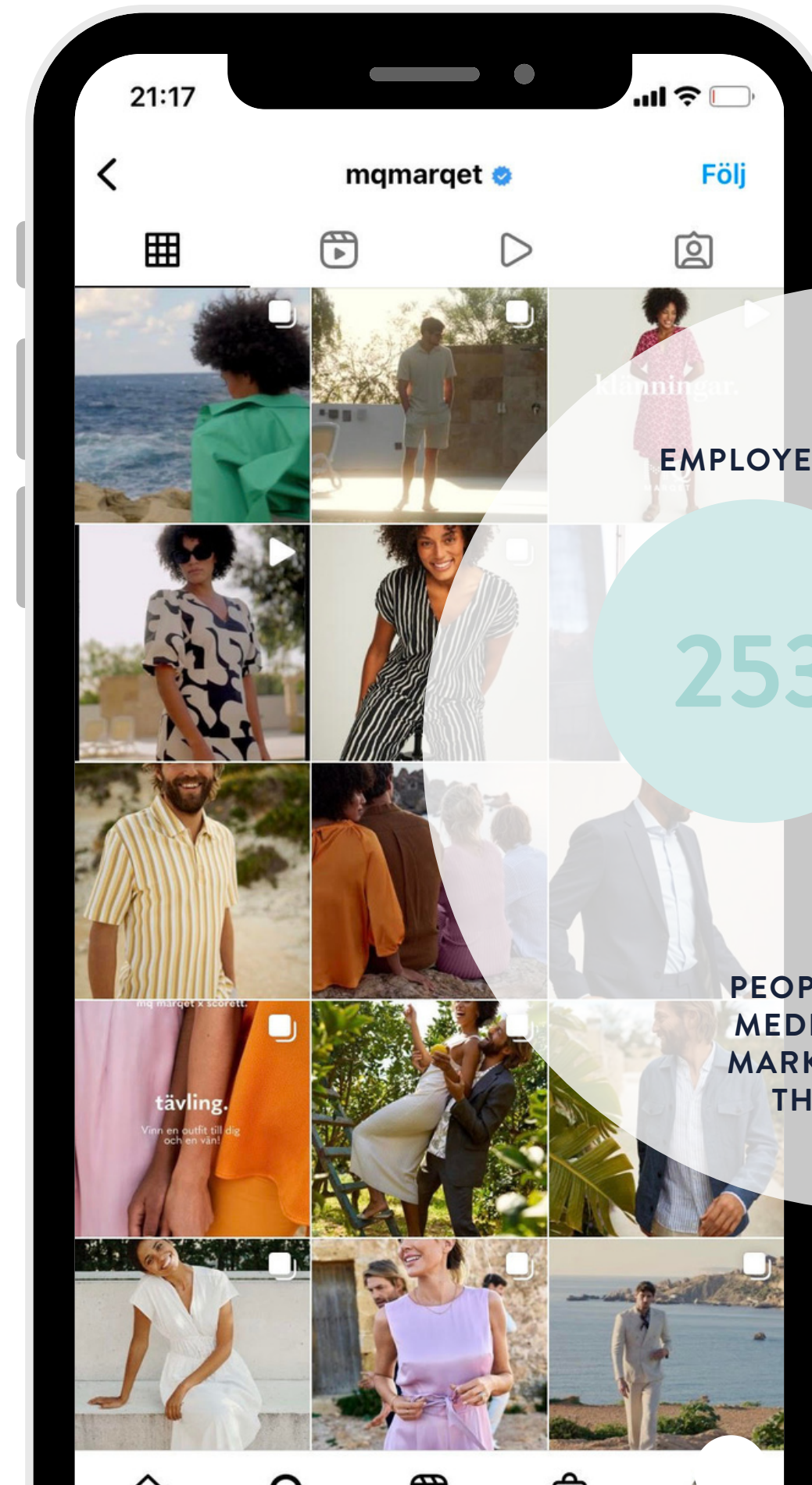


Officially founded in 1988, MQ Marqet, formerly MQ, is a fashion company with about 120 stores in Sweden. They offer a wide range of clothing brands for both men and women.

MQ's total number of employees is comparable to digital native NA-KD. However, MQ has fewer marketing employees and only employs two people in social media, influencer marketing, and PR.

The company's largest social following is on Facebook, a great platform for engaging with older millennials and Gen X, but not effective for reaching the 18-35 age cohort. MQ can maintain the interest of their more mature audiences, while also gaining new, younger audiences, by moving their focus to Instagram. 3 in 4 consumers of all ages are active on Instagram, making it a safe channel to invest in regardless of who the target audience is.

Instagram	Facebook	TikTok	YouTube	Twitter	Pinterest
29 000	116 000	Not active	1 000	Not active	Not active



LinkedIn Data

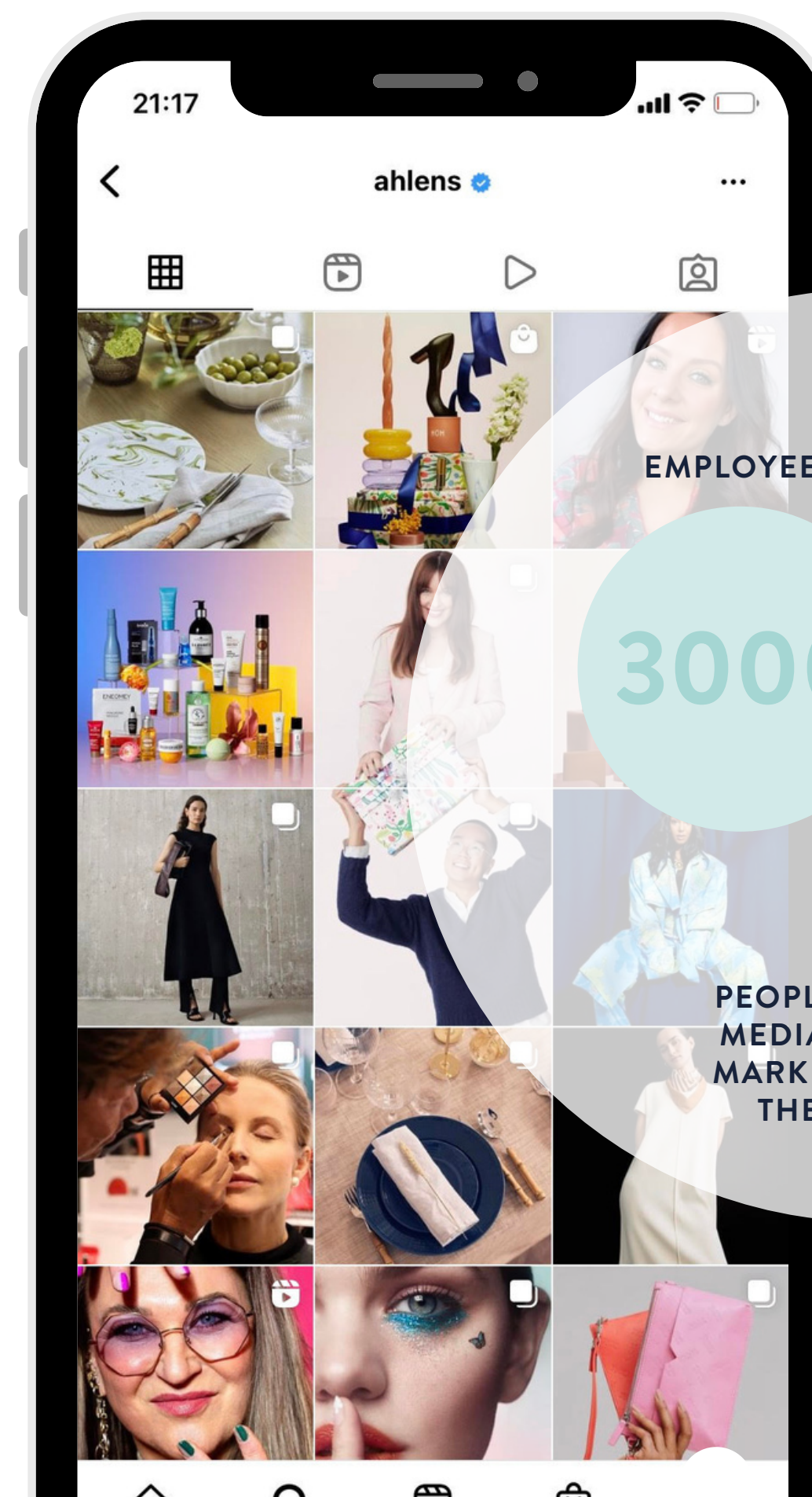
ÅHLÉNS

Åhléns is a Swedish retail company founded in 1899 and offers over 1 000 own and external brands and services in beauty, fashion, and home.

Given that Åhléns is a large department store with nearly 60 stores across Sweden, it follows that the company has significantly more employees than most brands listed in this report. However, that does not explain the fact that the retailer has the smallest percentage of marketing employees working in social media, PR, and influencer marketing. The breadth of Åhléns' product and service offerings alone guarantees the company would benefit from investing in more than one social media and influencer marketing specialist.

Similar to the heritage brands Indiska and Lindex, Åhléns has just about as many followers on Instagram as they do on Facebook. It will be a win-win for the retailer if they put more energy towards Instagram, as it will maintain the attention of more mature audiences while attracting more Gen Z and millennials.

Instagram	Facebook	TikTok	YouTube	Twitter	Pinterest
291 000	245 000	Not active	1 460	Not active	4 500



LinkedIn Data

INDISKA

Indiska is a Swedish family business that was founded in 1901 that sells clothing, home goods, and accessories across 48 stores in Sweden.

Although Indiska is a heritage label, it has taken impressive steps towards digitalisation and is working hard to keep up with modern consumer behaviour. For example, Indiska is the only heritage label in this report that is active on TikTok, and the retailer posts a lot of people-first content featuring its CEO.

However, Indiska still has work to do if it wants to maintain relevance amongst younger generations. The retailer only employs one person in social media, influencer marketing, and PR, making it difficult for them to sufficiently strengthen their brand online.

Instagram	Facebook	TikTok	YouTube	Twitter	Pinterest
105 000	134 000	70	339	Not active	1 600



LinkedIn Data

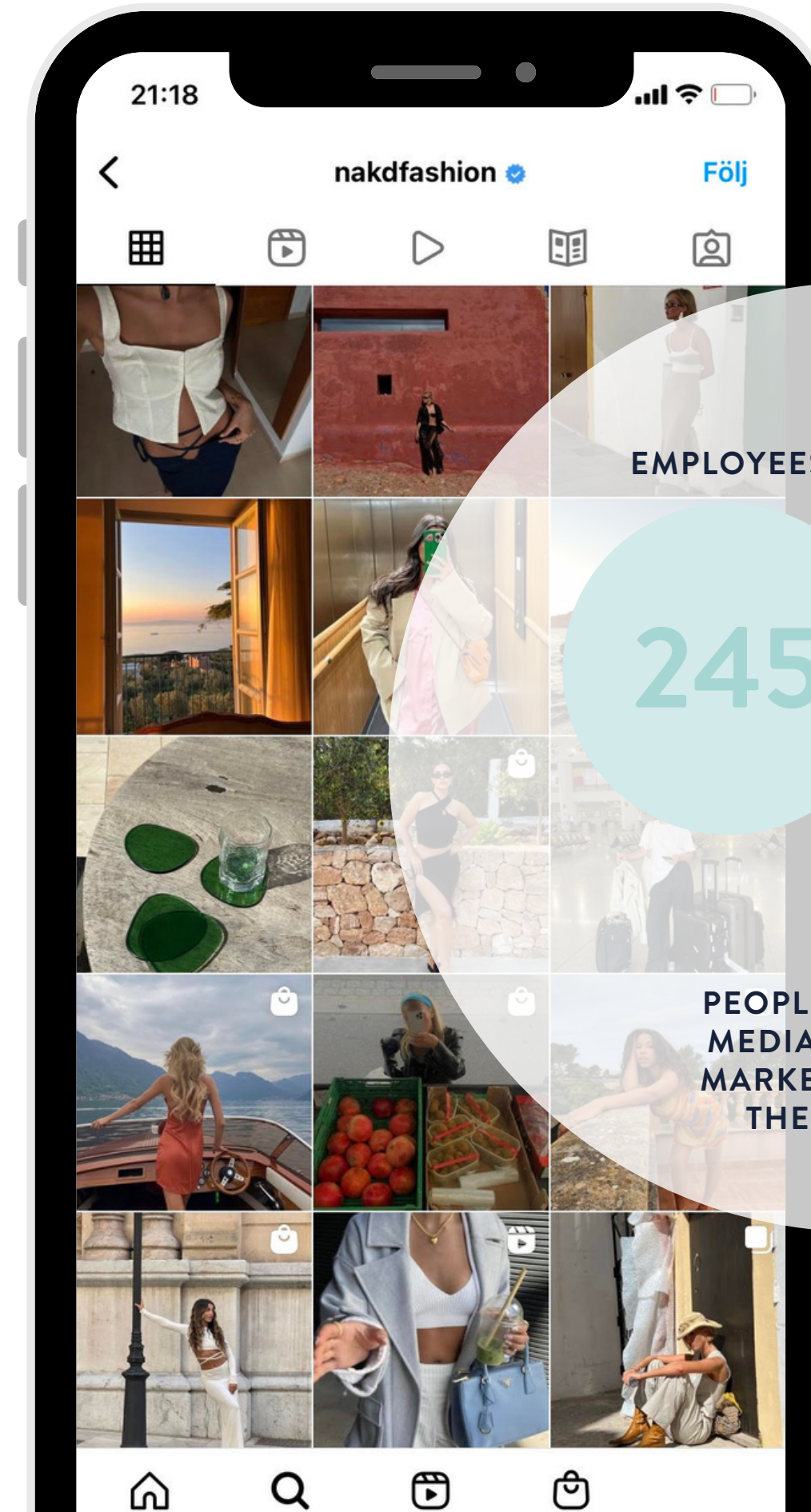
NA-KD®

Founded in 2015, NA-KD is a women's fashion company that offers its own brand and collaborative lines with influencers and celebrities.

Of all five companies included in this report, NA-KD is the definitive leader in the percentage of employees that work with marketing (35%) and marketing employees that work with social media, influencer marketing, and PR (36%). The retailer's dedication to marketing and social media pays off given their social media followings.

The high percentage of NA-KD employees working with social media and influencer marketing indicates the retailer's close partnerships with influencers. NA-KD is an influencer-led brand not only in terms of content but also in their product offering.

Instagram	Facebook	TikTok	YouTube	Twitter	Pinterest
3,2 Million	735 000	268 600	Not active	8 000	39 100



EMPLOYEES

245

EMPLOYEES IN MARKETING

85

22

PEOPLE WITH SOCIAL MEDIA, INFLUENCER MARKETING OR PR IN THEIR JOB TITLE

LinkedIn Data



SUMMARY

The five brands in this report showcase the differences between heritage brands and digital natives in the Swedish market. While digital-first brands like NA-KD prioritise user-generated content and influencer collaborations above all else, heritage brands still rely on brand-generated content and Facebook to establish themselves on social media.

While different social media approaches may seem insignificant, our research shows this is not the case. Brands that use influencer marketing are 1.5x more likely to understand Gen Z, an important demographic for any fashion retailer that wants to succeed today and in the future.

Going forward, it will be interesting to see what these companies do to catch the attention of their younger target audiences.





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CHECK OUT OUR OWN
FASHION COLLABORATIONS!

ABOUT CURE MEDIA

Not just a platform and more than a roster, Cure Media is the hybrid solution for your influencer marketing needs. We believe in measurable results and intelligent intuition – a combination that has led to our partnership with some of fashion’s biggest brands. Bringing together over seven years in the industry, our AI-powered tool, and our team’s expertise, we are now employed by some of the world’s most effective marketers to optimise and scale their influencer activations.

By collaborating with Cure Media, fashion brands can trust that their investment is secure, their risk reduced, and their results cost-efficient, paving the way for replicable success in the crowded influencer marketing landscape.



SAM FOROOZESH
CEO & CO-FOUNDER
@ CURE MEDIA



OUR DEFINITION OF FASHION

At Cure Media, fashion is bigger than catwalks, broader than Fashion Week, and closer to home than top models.

We define fashion as the beating heart of any cultural moment, the prevailing style or dominant behaviour of a given time. Fashion is the way we define ourselves in a crowd, the things that say "this is me".

For some, that will mean the hottest pair of heels. For others, it will be the velvet sofa taking pride of place in their living room. Fashion is whatever allows you to express your identity and creativity to the world without restraint.



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