



WESTWING

WESTWING EXPANDS TO SWEDEN

Strengthening Presence in Scandinavia and Europe

GROUP
westwing.com

LINKEDIN
[Westwing](https://www.linkedin.com/company/westwing)

MUNICH, 29 APRIL, 2025.

Westwing, Europe's #1 in Beautiful Living e-commerce, announces its expansion into Sweden, marking its 15th European market. Following the successful launch in Denmark, this move reinforces Westwing's strategic growth in Scandinavia and supports its ambition to become the leading one-stop destination for premium Home & Living. Sweden, with its deep-rooted design heritage and emphasis on minimalism, functionality, and high-quality craftsmanship, is a natural fit for Westwing's curated approach to interior and furniture design.

With a strong preference for online shopping, Sweden presents an attractive opportunity. High digital adoption, strong purchasing power and a growing demand for premium and sustainable products make it an ideal market for Westwing. Swedish consumers, known for their appreciation of clean lines and timeless aesthetics, align seamlessly with Westwing's assortment, which blends premium European brands, Scandinavian design icons and exclusive pieces from the Westwing Collection.

In addition to its own Westwing Collection, the company is proud to offer a curated selection of brands that resonate with the Swedish appreciation for design excellence. Among them is Ferm Living, a Danish brand from Copenhagen known for its contemporary Scandinavian design. Complementing this are Swedish heritage brands such as Markslöjd, celebrated for innovative lighting solutions, and Aarke, known for premium home appliances. Westwing also collaborates with renowned international names, including Louis Poulsen, known for its iconic lighting design. Additionally, Audo Copenhagen offers a range of furniture, lighting, and accessories that embody the new Nordic style. This curated

portfolio ensures that Westwing's Swedish customers have access to a diverse range of high-quality products that complement their interior spaces.

"Expanding into Sweden marks an important milestone in our journey to becoming the leading premium Home & Living destination in Europe. Sweden's strong design heritage, appreciation for craftsmanship, and focus on high-quality, functional interiors make it a natural next step for Westwing. Our curated approach – combining Scandinavian icons, premium European brands, and exclusive Westwing Collection pieces – resonates perfectly with Swedish design lovers. We are excited to bring our inspiring selection to this discerning market and further expand our presence in Scandinavia." says Dr Andreas Hoerning, CEO of Westwing.

Expanding into Sweden not only strengthens Westwing's footprint across Scandinavia and Europe but also opens new growth opportunities in one of the most design-conscious markets. With a strong focus on sustainability, high-quality craftsmanship and timeless design, this expansion reinforces Westwing's position to become the premium one-stop destination for Home & Living in Europe.

WESTWING

About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is present in 15 European countries and achieved a GMV (Gross Merchandise Volume) of EUR 497 million in 2024. As Europe's premium one-stop destination for Design Lovers, it offers a unique brand experience with a carefully curated assortment of the Westwing Collection and 3rd party design brands. The integrated platform combines Shop, Daily Specials, Stores, the B2B Service (Westwing Business) and the Westwing Design Service. Westwing's team works together on its shared purpose to "Excite people to create homes that unlock the full beauty of life". Founded in 2011, Westwing is headquartered in Munich and went public on the Frankfurt Stock Exchange in October 2018.