

Browse in style and save sustainably on your holiday in Sweden

A guide to Sweden's second-hand and 'Loppis' culture

Swedish cities are home to cool, independent shops and some of the world's best second-hand and retro stores. This guide helps visitors navigate Sweden's diverse second-hand culture and explains what the many "Loppis" signs on Sweden's country roads are all about.

Sweden is firmly anchored in second-hand shopping culture with numerous opportunities to browse for pre-owned items - be it vintage clothing, designer handbags or mid-century home accessories. According to Svensk Handel, second-hand sales are growing by 1.5 billion SEK (approx. 1 million GBP) annually. This is a guide to Sweden's most significant charity shops, curated second-hand fashion stores, private backyard flea markets and forward-thinking retail concepts focusing on sustainability.

Sweden has a long tradition of second-hand shopping. The country has a variety of eco-friendly retail stores offering second-hand, vintage, antique and items made from reclaimed materials – both fashion and beyond. Leftover stock from earlier seasons and items with minor imperfections can be purchased at specialist shops, of which there are many in Sweden. A well-known Swedish chain is [Myrorna](#), run by the Salvation Army since 1899 and with a history dating back to 1896. The green movement of the 1970s saw the consumption of second-hand items flourish among Swedes, a trend that continues to this day. Second-hand is twice as good. For example, [Beyond Retro](#), known for its diverse range of vintage clothing, has more branches in Sweden's major cities than in its home country in the UK. And in Gothenburg, you can even join a [Second Hand Safari](#).

The heart of the Swedish second-hand shopping experience is the 'Loppis' - short for Loppmarknad, or flea market. Driving through the Swedish countryside, you'll come across quite a few Loppis signs. Following one of these signs provides the perfect opportunity to mingle with locals and browse their (soon-to-be-former) possessions at yard or garage sales. The items on offer can be anything from treasures to bric-a-brac, but that's exactly what makes flea markets so appealing, isn't it? Visiting Loppisar (btw: Loppis = singular; Loppisar = plural) is something of a Swedish national sport. Swedes love to move from 'Loppis' to 'Loppis' in a day to look for charming and sometimes iconic items. The country is firmly committed to the circular economy, something reflected in the growing trend of second-hand shopping. According to a study by Svensk Handel, sales in the second-hand sector will increase by 1.5 billion Swedish kronor annually. [Röda Korset](#) (The Red Cross) operate around 260 stores nationwide and offers a wide range of furniture, household goods, books, clothing and shoes, some even with a cosy café. [Erikshjälpen](#), [PMU](#) and [Humana](#) also operate several stores throughout Sweden, as does Stadsmissionen (City Mission), whose upcycling line [Remake](#) is appreciated by Sweden's Crown Princess Victoria and others. The concept of sustainability in fashion is very important in Sweden and offers a wealth of opportunities to discover stylish and environmentally friendly clothing and furniture - from everyday items to exclusive designer pieces. Many young people buy all their furniture for their first apartment this way, giving mid-century classics, in particular, a new home. The famous String shelf designed by Nils Strinning in 1949 is a must in every Swedish apartment.

New, forward-thinking concepts are constantly emerging – like the sustainable shopping center [ReTuna](#) in Eskilstuna. On a smaller but no less inventive scale, [Kvillehyllan](#) in Gothenburg invites people to rent shelf space and sell items while staff do the selling. In Stockholm, [Slow Fashion Hub](#) offers circular services such as clothing rental, redesign and alterations in addition to second-hand shopping. It is part of the [Slow Fashion District](#), an area with around twenty shops, including [Green Little Heart](#), which acts as a sustainable marketplace and provides a platform for brands such as [Abloom Collection](#), which specialises in remakes. Stockholm's Slow Fashion District has just been named by TIME as one of the [world's hundred best places in 2024](#), highlighting its commitment to sustainability and innovation in the fashion industry. For targeted browsing of curated preloved fashion treasures there are specialist second-hand fashion stores. [Arkivet](#) in Stockholm and Gothenburg offers contemporary second-hand clothing and accessories in a boutique style, with brands such as Dagmar, COS, Filippa K and Acne Studios represented. Similarly, [Ninas Nuggets](#) and Birgitta K extend the life of their consignment pieces. Those looking for luxury pieces should head to [Affordable Luxury](#) in Stockholm's Östermalm, where you'll find bags, accessories, watches and jewellery from brands such as Celine, Chanel, Dior, Louis Vuitton and Gucci. In Jämtland, check out [Brukat](#) in Östersund, while [Uma](#) in Umeå offers a selection of cool vintage items - from varsity jackets and graphic t-shirts to classic Levi's jeans. Even stores whose primary focus is on new goods offer carefully selected second-hand fashion sections. [Aplace](#) is one of Sweden's leading independent multi-brand retail concepts, with stores in Stockholm, Gothenburg and Malmö, where preloved items are offered alongside current designer fashion pieces such as Rodebjer, Filippa K and Hope.

More information about shopping can be found here: <https://visitsweden.de/aktiviteten/shopping/shopping-in-stockholm-malmo-goteborg/>

Press images: <https://imagebank.sweden.se/my-selections/oi9ucj3m5>

Visit Sweden has an official assignment from the Swedish government to market Sweden as a destination. Our vision is that Sweden by 2030 is the world's most sustainable and attractive destination built on innovation. Now more than ever, purposeful travel needs to be meaningful, conscious and creating lasting value with regard to our guests, the local community and our planet.

Welcome to Sweden, a destination of a different nature.

<https://corporate.visitsweden.com/om-oss/en/>

Additional assets available online:  [Photos \(1\)](#)

<https://press.visitsweden.com/2024-08-07-Browse-in-style-and-save-sustainably-on-your-holiday-in-Sweden>