

# Visiting Sweden During the FIFA World Cup? The football fans´ guide to where to watch the World Cup 2026.

For football fans looking for a World Cup atmosphere while away from home in Sweden, as the 2026 FIFA World Cup unfolds, the country’s cities transform into vibrant hubs of late-night screenings and celebrations, all set against the backdrop of the iconic Midnight Sun’s light nights.



*Ullevi Plaza in Gothenburg filled with fans watching big-screen football under a bright summer night*



Ullevi Plaza. Photo: Joachim Nywall ([Download](#))

For travellers spending the summer in Sweden during the 2026 FIFA World Cup, the tournament comes with an unexpected twist: many of the biggest matches kick off long after midnight local time. Instead of empty streets, visitors will find late-night crowds gathering in sports bars, public squares, rooftop venues and restaurants across the country — particularly in Stockholm, Gothenburg and Malmö.

As Sweden returns to the FIFA World Cup, interest in the tournament is expected to be especially high. Combined with matches hosted across the United States, Canada and Mexico, the result is a summer of late-night screenings, packed sports bars and public viewing events stretching into the early hours.

## A distinctly different World Cup atmosphere

While the World Cup unfolds across North America, Sweden offers visitors a distinctly Nordic way to experience the tournament. Long summer days, outdoor viewing events and a football culture energised by Sweden’s return to the world stage are turning cities across the country into late-night gathering places for fans.

For visitors, the experience becomes even more memorable when their own national team takes to the field. Overnight kickoffs bring together travellers, local supporters and international football fans in sports bars, public squares and outdoor viewing areas across Sweden, creating a World Cup atmosphere unlike almost anywhere else in Europe. And, don’t forget, Swedes speak excellent English and are generally happy to talk tactics, making it very easy to join in the atmosphere.

## Catch the midnight sun, mid-match

The tournament also arrives during one of Sweden’s most celebrated seasons. Midsummer marks the longest day of the year and is one of the country’s most cherished traditions. During June and July, daylight lingers late into the night across Sweden, while in the far north, visitors can experience the Midnight Sun, when the sun never sets at all.

More about Midsummer:

<https://visitsweden.com/what-to-do/culture-history-and-art/swedish-traditions/midsummer-tradition/midsummer/>

More about the Midnight Sun:

<https://visitsweden.com/what-to-do/nature-outdoors/midnight-sun/>

## City guides

### Stockholm

Sweden’s capital is preparing for a packed World Cup schedule, with public screenings, rooftop venues and sports bars welcoming both locals and visitors. Football World Cup Kick-Off, large-screen screenings in Kungsträdgården and events at Mosebacke Terrace are among the highlights expected to draw crowds throughout the tournament.

More information: [Visit Stockholm World Cup Guide](#).

## Gothenburg

On Sweden's west coast, Gothenburg is embracing the World Cup with citywide celebrations and public screenings. Newly announced plans will see Sweden's matches shown free of charge on giant screens in central Gothenburg, creating a festival atmosphere for residents and visitors alike.

More information: [Gothenburg Event Guide](#)

Press images: [Ullevi Plaza](#)

<https://via.tt.se/pressmeddelande/4407265/folkfest-i-goteborg-nar-sveriges-matcher-i-fotbolls-vm-visas-med-fri-entre?lang=sv&publisherId=2567142>

## Malmö

In southern Sweden, Malmö and neighboring Lund are preparing for overnight football crowds as venues seek permits and make plans to broadcast late-night World Cup matches. The cities' compact layouts and vibrant restaurant scenes make it easy for visitors to move between viewing locations throughout the night.

More information (in Swedish): [Watch the 2026 World Cup in Malmö](#)

## Northern Sweden

For visitors looking for a uniquely Scandinavian World Cup experience, northern Sweden offers something few places in the world can match. During the tournament period, the Midnight Sun keeps the landscape illuminated around the clock, creating the surreal experience of watching World Cup matches in broad daylight long after midnight.

In Umeå, a dedicated [World Cup fan festival](#) is expected to screen all tournament matches in the city centre. While sports bars and gathering spots in Kiruna and Luleå will become popular meeting places throughout the competition. If Sweden advances deep into the tournament, additional public screenings are likely to be announced across the region.

More information:

<https://visitumea.se/en>

<https://visitsweden.com/what-to-do/nature-outdoors/midnight-sun/>

## Beyond the Major Cities

The World Cup atmosphere extends far beyond Sweden's largest cities. Across the country, smaller towns and local communities are organising screenings in pubs, outdoor venues and fan zones, creating opportunities for visitors to experience the tournament alongside Swedish supporters.

**Detailed viewing locations across Sweden can be found via the national guide:** [Swedish Fans - Where to Watch](#)

For visitors to Sweden, the country offers a different side to the World Cup experience. Whether watching Team USA, England's Lions or cheering on another national team, from a rooftop bar in Stockholm, a public fan zone in Gothenburg or beneath the Midnight Sun in northern Sweden, they'll experience the world's biggest sporting event in one of Europe's most distinctive summer destinations.

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