

FIVE KEY PRIORITY AREAS

for Swedish Commerce for the election in Sweden

Swedish Commerce has chosen to prioritise five areas during the election year. These are areas that define key future challenges for the retail and wholesale sector, and where political choices truly matter. Commerce is one of our most important industries in society. It creates jobs, growth and is the foundation for our shared prosperity. Commerce exists throughout the country, meets people every day and keeps communities alive. Where other services disappear, commerce often remains – as a meeting place, a workplace, and a natural part of everyday life. Commerce accounts for 12 percent of all jobs, 11 percent of GDP and generates SEK 360 billion SEK in tax revenues each year. However, this cannot be taken for granted. For commerce to continue creating jobs, security and vitality across the entire country, better conditions are required. In this election manifesto, we present our most important demands and proposals – for simpler regulations, increased security and fair competition. It is about jobs, businesses and our shared welfare. It is about the Commerce Nation of Sweden – a Sweden where trade can grow and contribute even more.



1. Reduce the Cost of Hiring

Swedish Commerce calls for:

- The temporary reductions in employer social security contributions for young people to be made permanent and expanded to cover everyone up to and including the age of 26.
- A roadmap to be established for gradually reducing employer contributions to the OECD average.



2. Onlinemarket platform Companies Must Comply with European Law

Swedish Commerce calls for:

- The European 'fast track' for platform companies to be removed. Legislation must be amended so that platform companies are also fully covered.
- Stronger responsibility and resources for supervisory and consumer guidance authorities.
- The establishment of a national task force to address the broad challenges associated with imports from foreign e-commerce platforms into the internal market.



3. Strengthen Safety and Security in Trade

Swedish Commerce calls for:

- Police presence where trade operates – locally present, visible and accessible police throughout the country, especially in retail areas.
- Crimes against trade must be unprofitable. Harsher penalties, abolition of volume discounts for repeated offences, and a justice system that clearly signals consequences for systematic crimes against businesses.
- Recurrent crimes against trade to be treated as serious crimes, prioritised throughout the entire justice chain through more prosecutors and more civilian investigators within the Police Authority.
- Receivers of stolen goods must be shut down – not tolerated – through coordinated efforts by police, municipalities and the Swedish Tax Agency.



4. Encourage Sustainable Consumption

Swedish Commerce calls for:

- Environmental and fiscal instruments that promote innovation, investment and development – not increased costs without real climate benefits.
- Sustainability decisions and regulations to be made at the highest possible international level, without undermining Swedish competitiveness, and implemented with realistic timelines, impact assessments and business participation from the outset.
- Harmonisation of the large volume of upcoming sustainability legislation across countries, product groups and legal frameworks.
- Reduced VAT on second-hand goods to support circular business models and avoid double taxation.



5. Reasonable Laws and Regulations

Swedish Commerce calls for:

- The Swedish Simplification Council and the Implementation Council to continue and intensify their work on identifying and proposing regulatory simplifications.
- National harmonisation of regulations, permits, supervision and fees wherever possible.
- Sweden to refrain from gold-plating EU legislation.