

Brand



Brand Sweden report 2025

Sweden



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Photo: Alexander Hall/imagebank.sweden.se



About the report

This report examines the strength of Sweden's brand internationally, based on the strategy for a stronger image of Sweden abroad. The strategy has been developed by the Swedish Institute (SI) together with the Brand Sweden Council, and more than three hundred actors representing business, academia, industry and interest organisations, regions, and government agencies.

The report will be published annually and serve as a knowledge base for Swedish actors who communicate and promote Sweden: through trade, talent attraction, tourism, culture, investment, or other forms of international presence.

The report analyses familiarity of Sweden and Sweden's reputation in eight selected markets. It also examines the extent to which Sweden is associated with the strengths highlighted in the strategy for a stronger image of Sweden. These strengths are: strong democracy, reliability, collaboration, creativity, and pioneering. The indicators tracked in the report are closely linked to these areas.

The eight markets: the United States, United Kingdom, Saudi Arabia, Japan, India, Germany, China, and Brazil, have been selected because they are important to Sweden's trade and international relations. For comparison, perceptions of four countries with a similar profile are also analysed: Denmark, Finland, Norway, and Switzerland.

To assess the strength of brand Sweden, it is also essential to start from how Sweden actually performs. SI has therefore examined Sweden's rankings in several major international indices. SI has also investigated how the Swedish public perceives Sweden. This is important, as Swedes' view of their own country influences both what is communicated and how it is communicated.

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Preface

Can you talk about a country's brand?

When we speak of brand Sweden, we mean the strategic choices of Swedish strengths that create relevance for international target groups. It is important that audiences abroad are aware of Sweden's strengths. What people feel when they hear the word "Sweden" is crucial to our competitiveness and growth. A strong brand also builds resilience against information influence.

As a foundation for maintaining and strengthening the Sweden brand, we now have a strategic communication tool developed by the Swedish Institute, together with 300 actors across Sweden, so that we can jointly tell the story of Sweden's strengths and offering.

Sweden is one of the world's most democratic countries, and it is encouraging that strong democracy is one of the most prominent associations with Sweden. In recent years, however, the image of Sweden as a democratic and tolerant nation has occasionally been challenged. It is therefore important to continue communicating that Sweden respects law, justice, and human rights.

We must also talk about our capacity for innovation. Sweden performs at the highest international level, even though innovation and creativity are relative weaknesses in the Sweden brand. We need to ensure that Sweden is seen as an attractive country to do business with, to visit, and to work in as an international talent.

Our stable democracy is the foundation. Pioneering is our cutting edge. Our strengths are reliability, collaboration, and creativity. The promise is that Sweden offers space to grow.

Together, we can share a common story of Sweden, in many voices.

Our hope is that this report will serve as a valuable resource for those who wish to communicate about Sweden abroad, based on the new brand strategy.

**Madeleine Sjöstedt, Director General
Swedish Institute**



Photo: Magnus Liam Karlsson/Swedish Institute



Summary

The new brand strategy for Sweden defines our strengths. By increasing awareness of the qualities that make Sweden relevant in the world, we improve the chances that people will choose Sweden ahead of other countries, whether for trade, investment, tourism, study, or work. An analysis of the strength of the Sweden brand is an important starting point for promotion and communication.

Sweden is not widely known, but our country generally enjoys a very strong reputation. Sweden performs well across all areas defined in the brand strategy, although there are some geographical differences in how Sweden is perceived. An analysis of eight key markets shows that Sweden's reputation is particularly strong in Germany, the United Kingdom, the United States, Japan, China, and Brazil. In India and Saudi Arabia, Sweden is viewed less favourably.

Strong democracy and reliability are identified as core strengths in the brand strategy, and are areas where the Sweden brand is strongly associated. A strong economy and political stability provide the foundation, and these are attributes that significantly influence how people view other countries. Sweden is also seen as a safe and secure country, and is among the most frequently recommended destinations for investment, work, study, and tourism.

Awareness of Sweden's collaborative capacity, creativity, and the broad scope of Swedish business — all central parts of the brand strategy — is lower in several markets, even in places where Sweden's overall image is otherwise strong.

As in other countries, Swedes themselves generally have a very positive view of Sweden. Sweden is widely regarded, by Swedes, as having a strong rule of law, and is seen as reliable, tolerant, and inclusive, with an attractive lifestyle. In many respects, Swedes have a view of Sweden that is equally or even more positive than international audiences. Western countries tend to regard themselves positively overall, but may also be more critical of societal developments due to current challenges. For example, Swedes are less likely than others to view Sweden as safe and secure.

Sweden has a strong brand in many respects, although it is not always clearly differentiated from other countries with similar strengths. This is particularly the case in comparison with our Nordic neighbours. Among the eight markets surveyed, Switzerland stands out with the strongest overall brand. The difference is most pronounced in India and Saudi Arabia. In other markets, the gap between Switzerland and Sweden, Norway, Denmark, or Finland is smaller.

Insights

- 💡 Sweden has a clear profile in international comparisons, but it does not stand out in relation to countries such as our Nordic neighbours and Switzerland. It is important to differentiate Sweden from countries with a similar profile, while also recognising that our similarities create opportunities for collaboration.
- 💡 To maintain our brand position, it is important to continue highlighting the strengths of Swedish democracy. Swedish actors operating internationally can trust that our robust democratic system is one of the strongest associations with Sweden, both globally and in the markets surveyed. Combined with our strong and stable economy, this can serve as a foundation for communication.
- 💡 Sweden's profile as a trading partner and leader in innovation should be strengthened. Increasing awareness of Sweden as an attractive country to do business with, and as a source of in-demand products and brands, is important for competitiveness.
- 💡 There is also potential to place greater emphasis on creativity. This is a key factor in a country's attractiveness, and there remains a gap between how Sweden performs and how we are perceived in this area.
- 💡 There is strength in profiling Sweden by telling the full story — where a solid democratic foundation, along with qualities like reliability, collaboration, and creativity, creates space for people, businesses, and society to grow and be pioneering.
- 💡 In many markets, communication efforts are needed to increase the relatively low awareness of Sweden and strengthen the Sweden brand. Communication should be based on an analysis of Sweden's attractiveness in each specific market.



Photo: Margareta Bloom Sandebäck/Imagebank.sweden.se



Brand Sweden

The image of Sweden and the Sweden brand are closely linked, but they are not the same. The image of Sweden refers to the spontaneous associations and perceptions that people around the world have of our country. It is shaped by personal experiences and impressions through media, popular culture, travel, and direct encounters.

The Sweden brand, by contrast, is a strategic tool. Working with the brand is not about creating a polished or idealised version of our country. It is about building Sweden's attractiveness by increasing awareness of our strengths and what we have to offer. This involves highlighting a selection of qualities that we can credibly stand behind, and that make Sweden relevant in the international arena. When this is successful, people are more likely to choose Sweden over other countries, whether for trade, investment, tourism, study, or work.

How do we build a strong brand?

What makes strong brands successful builds on three principles: mental availability, distinctiveness, and salience at the moment of choice.

Mental availability means that Sweden comes easily to mind. Symbols such as the Swedish flag and the Three Crowns, or well-known features like parental leave, IKEA, the Nobel Prize, and fika, are distinctive assets that people readily associate with Sweden.

Distinctiveness refers to Sweden being associated with qualities that people value and find attractive. for example: reliability, quality of life, and innovation. These traits help Sweden stand out from countries with a similar profile.

Salience at the moment of choice means that Sweden is top of mind when people are making important decisions, such as where to study, invest, work, or travel. To achieve this, Sweden needs to be known, visible in the right contexts, and consistently perceived as clear and relevant over time.

Being a good country is not enough. We also need to highlight the aspects of Sweden that matter most to different audiences around the world, and do so in a way that sets us apart from countries with similar strengths.

In summary, this means we need to:

- Understand what matters to different target groups
- Focus on the Swedish strengths that best align with each market and audience
- Communicate consistently, using a clear and recognisable brand expression



The figure shows how each indicator links to a strategic area in the brand strategy. The indicators reflect the content of the strategy and provide a basis for analyzing development over time.

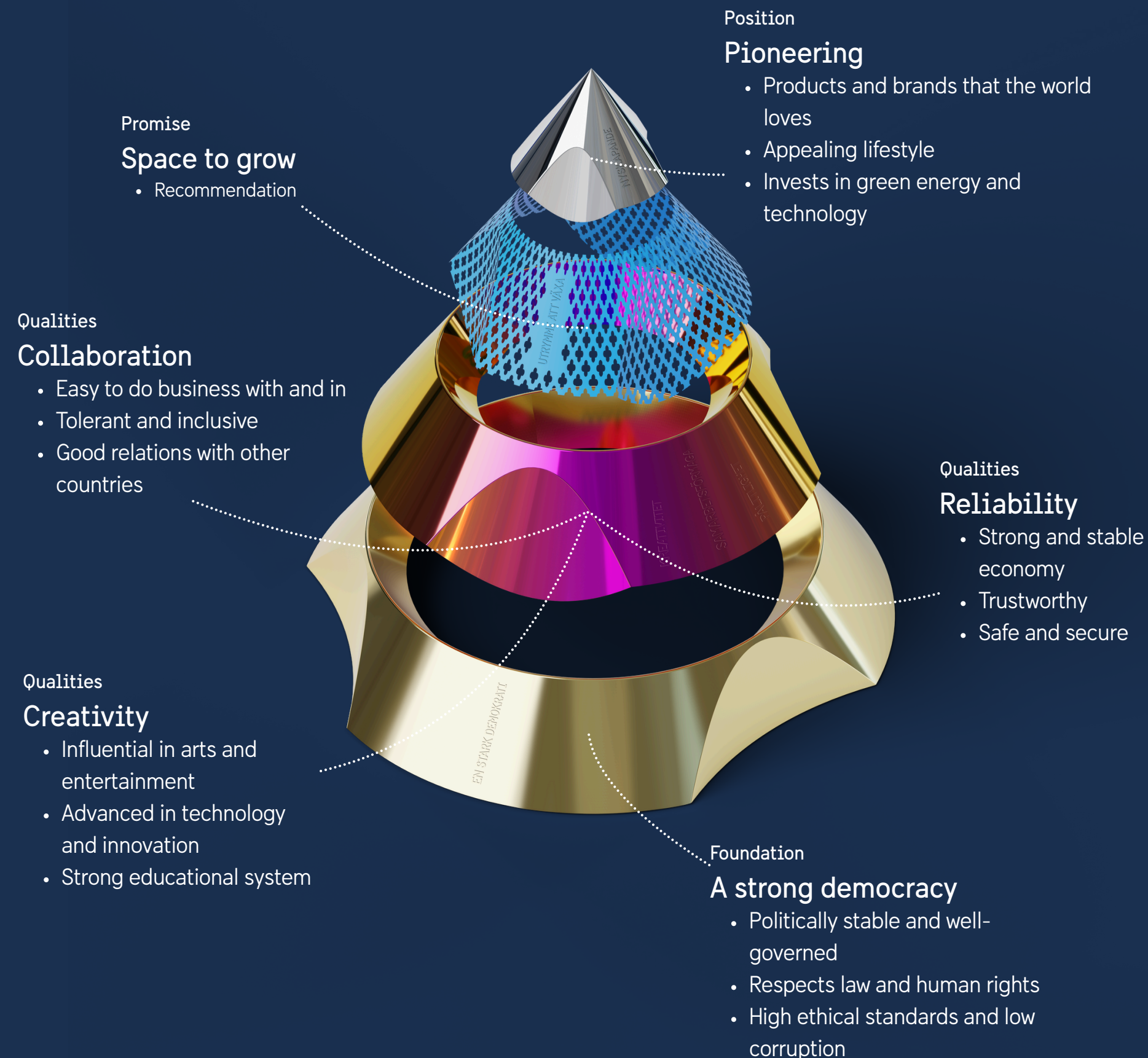
Measuring brand Sweden

The analysis is based on data from Brand Finance's Global Soft Power Index 2025. The survey covers 193 countries and includes more than 170,000 respondents across 102 markets. The indicators, or attributes, measured in this report reflect the priorities and values outlined in Sweden's new brand strategy. Brand Sweden is analysed both at the global level and in eight key markets: Brazil, India, Japan, China, Saudi Arabia, the United Kingdom, Germany, and the United States.

We examine:

- The strength of the Sweden brand
- Familiarity: How well do target audiences know Sweden?
- Reputation: How positively is Sweden perceived?
- Distinctiveness: To what extent is Sweden associated with our prioritised areas of strength?
- Comparative performance: How does Sweden compare to Denmark, Norway, Finland, and Switzerland?

To assess the strength of associations with Sweden, we analyse Sweden's ranking among the 193 nations included in the survey. A top-three ranking indicates a clear area of strength and a strong differentiating asset. A placement within the top ten signals a competitive position.





The strength of brand Sweden

Familiarity, reputation and associations



Sweden's areas of strength according to international indices

Sweden performs very well in the areas of strength identified in the brand strategy. This is confirmed by established international indices that assess how countries perform across key dimensions. Although Sweden accounts for just 0.13 percent of the world's population, it ranks at the top internationally in areas such as democracy, cooperation, reliability, and quality of life.

Sweden is a deeply rooted and well-functioning democracy with stable governance. In a world where more and more countries are moving in an authoritarian direction, and where only 12 percent of the global population lives in liberal democracies, Sweden stands out. According to the Varieties of Democracy (V-Dem) Index 2024, Sweden is one of only 29 liberal democracies among 202 countries surveyed, ranking 4th. In the Global Democracy Index 2024, Sweden is ranked 3rd out of 167 countries.

Being a reliable partner with strong legal certainty and low levels of corruption is a significant competitive advantage for Sweden. Sweden ranks 4th among 142 countries in the Rule of Law Index 2024, reflecting robust separation of powers, effective oversight, a low degree of corruption, and protection of fundamental freedoms and human rights. The Corruption Perceptions Index 2024 from Transparency International reinforces this picture, placing Sweden 8th among 180 countries.

In Sweden, cooperation, both domestically and internationally, is seen as a key driver of progress.

The Commitment to Development Index (2023), which measures how much countries prioritise international development cooperation, ranks Sweden 1st among 40 countries. Sweden's outward focus is further confirmed by its top-tier placement in the Good Country Index 2024, which measures countries' contributions to global prosperity, science, innovation, and the green transition.

Sweden is also one of the most innovative countries in the world. Only Switzerland ranks higher in the Global Innovation Index 2024. Sweden has maintained its top-tier position among 133 countries over time. The index confirms Sweden's innovation and competitiveness, citing factors such as the ease of starting a business, legal certainty, and investments in education, research and development, information technology, and environmental sustainability.

Swedish society, marked by stability and a high quality of life, creates the conditions for individuals to grow, and it is from this foundation that innovation emerges, contributing to long-term societal development. The Human Development Index 2023 ranks Sweden 5th among 195 countries, reflecting strong performance in living standards, education, and personal development opportunities. The World Happiness Report 2024, which combines data on GDP, life expectancy, and citizens' self-reported wellbeing, places Sweden 4th among 147 countries, in a top tier made up entirely of Nordic nations.



The figure shows in which countries Sweden is best known and has the strongest reputation. The further down to the left, the better the ranking.

Familiarity and reputation

Sweden enjoys a strong reputation — one that far exceeds the country's relatively low level of awareness outside its immediate region. This positive perception is driven by Sweden's stable governance, strong and stable economy, high quality of life, commitment to gender equality and equity, good international relations, and progress in the green transition.

The most positive view of Sweden is found in Germany, where only one country, Switzerland, has a stronger reputation. Sweden's reputation is also very strong in the United States, Japan, Brazil, China, and the United Kingdom. In India and Saudi Arabia, the perception is less favourable. This may be due to lower levels of awareness, but also to how Sweden is perceived in specific areas.

Familiarity is the foundation of a strong brand. It enables preference, builds attractiveness, and strengthens resilience against misinformation or negative narratives. Increasing familiarity of Sweden is essential, so that Sweden is considered more often when key decisions are made: about investment, study, tourism, or international cooperation. A strong reputation, when combined with broader familiarity, has the potential to further enhance Sweden's global attractiveness and competitiveness.





Key drivers of a strong reputation — economic strength and stability lead

The attributes that most influence a country's reputation tend to remain consistent over time. Stability and reliability carry significant weight, as does having an accessible and competitive business offering. This is confirmed by findings from the international survey Brand Finance's Global Soft Power Index.

A strong and stable economy is the single most important factor influencing how people assess other countries. Being perceived as having desirable products and brands, as well as being seen as a country that is easy to do business with, also plays a major role in shaping positive perceptions. Political stability has a similarly strong impact.

A country's reputation is also heavily influenced by whether it is considered a great place to visit — an attribute that has grown in importance in recent years. This year's results also show that attributes related to a country's people and values have gained significance, particularly when the population is perceived as friendly and welcoming. By contrast, the extent to which a country is seen as contributing to the green transition has declined in importance over the past few years.



Photo: Mascot/Folio/imagebank.sweden.se



Top 3: 6
Top 10: 5

Sweden's global brand

Sweden has a very positive brand globally. The associations with Sweden are largely favourable, and Sweden consistently ranks among the top when people are asked to recommend other nations for investment, study, or tourism. This confirms that Sweden is perceived as a country that offers space to grow.

Key strengths of the Sweden brand include being seen as both reliable and innovative. Sweden is viewed as economically and politically strong and stable, while also offering an attractive lifestyle. This combination aligns well with what matters most to people today, as a strong economy is currently the leading factor shaping perceptions of other countries. Sweden is also considered to contribute meaningfully to the green transition, although this attribute has generally declined in importance for national reputations in recent years.

Attributes related to a country’s business environment — such as offering sought-after products and brands, and being perceived as easy to do business with — contribute significantly to positive perceptions. In this area, associations with Sweden are weaker, suggesting there is room to better communicate Sweden’s strong business offering internationally.

The weakest associations with Sweden are currently linked to creativity. Sweden is perceived to have limited influence in culture and entertainment, and is not widely recognised as one of the most advanced countries in technology and innovation. Both of these attributes positively influence perceptions of other countries in several key markets. This highlights a clear opportunity for Sweden to better showcase its real strengths in these areas.



Globally

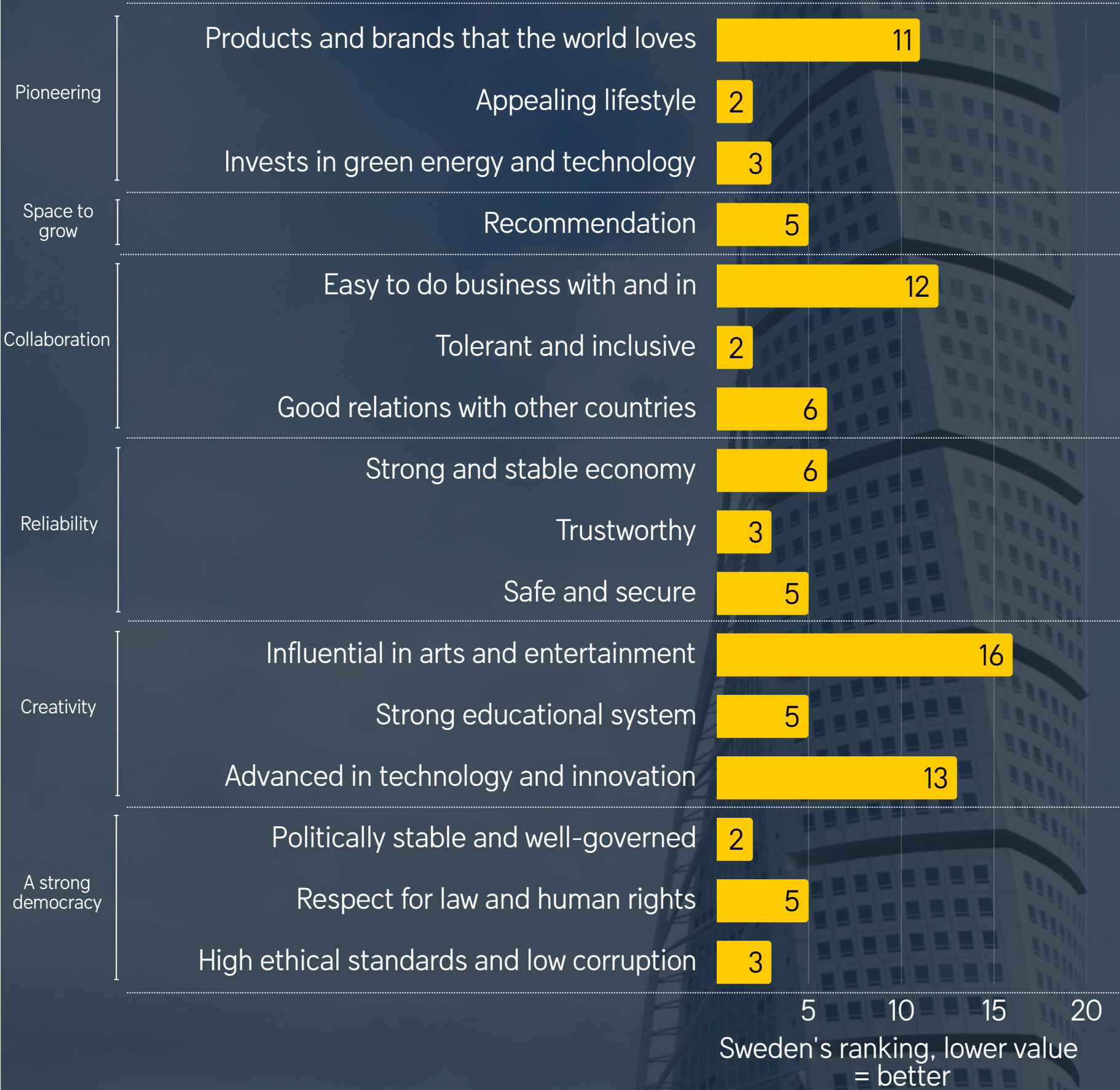


Photo: Silvia Man/imagebank.sweden.se



Top 3: 3
Top 10: 7



Swedes' view of Sweden

Like people abroad, Swedes generally have a very positive view of Sweden. The main areas of strength are seen as the rule of law, reliability, tolerance and inclusiveness, an attractive lifestyle, and contributions to the green transition. Sweden is also regarded as having strong innovative capacity, influence in culture and entertainment, and sought-after products. Swedes are well aware of the country's export successes. Sweden is further seen as a country where it is easy to do business. In all of these areas, Swedes tend to have a view of Sweden that is as positive as, or more positive than, international audiences.

As in many Western countries, there is often a positive overall view of the nation, combined with criticism of societal developments in light of current challenges. In Sweden, gang-related crime is a societal issue that receives significant attention in the media and features prominently on the political agenda. This may help explain why Swedes are less likely than people in other countries to consider Sweden safe and secure. There is also a degree of dissonance in how Swedes view the national education system, the economy, and political governance. These are issues that are close to everyday life and frequently debated.

Internationally, Sweden is widely perceived as one of the countries with the strongest relations with the outside world. In contrast, Swedes themselves, in a time of growing geopolitical tensions, hold a more reserved view of Sweden's global relationships.

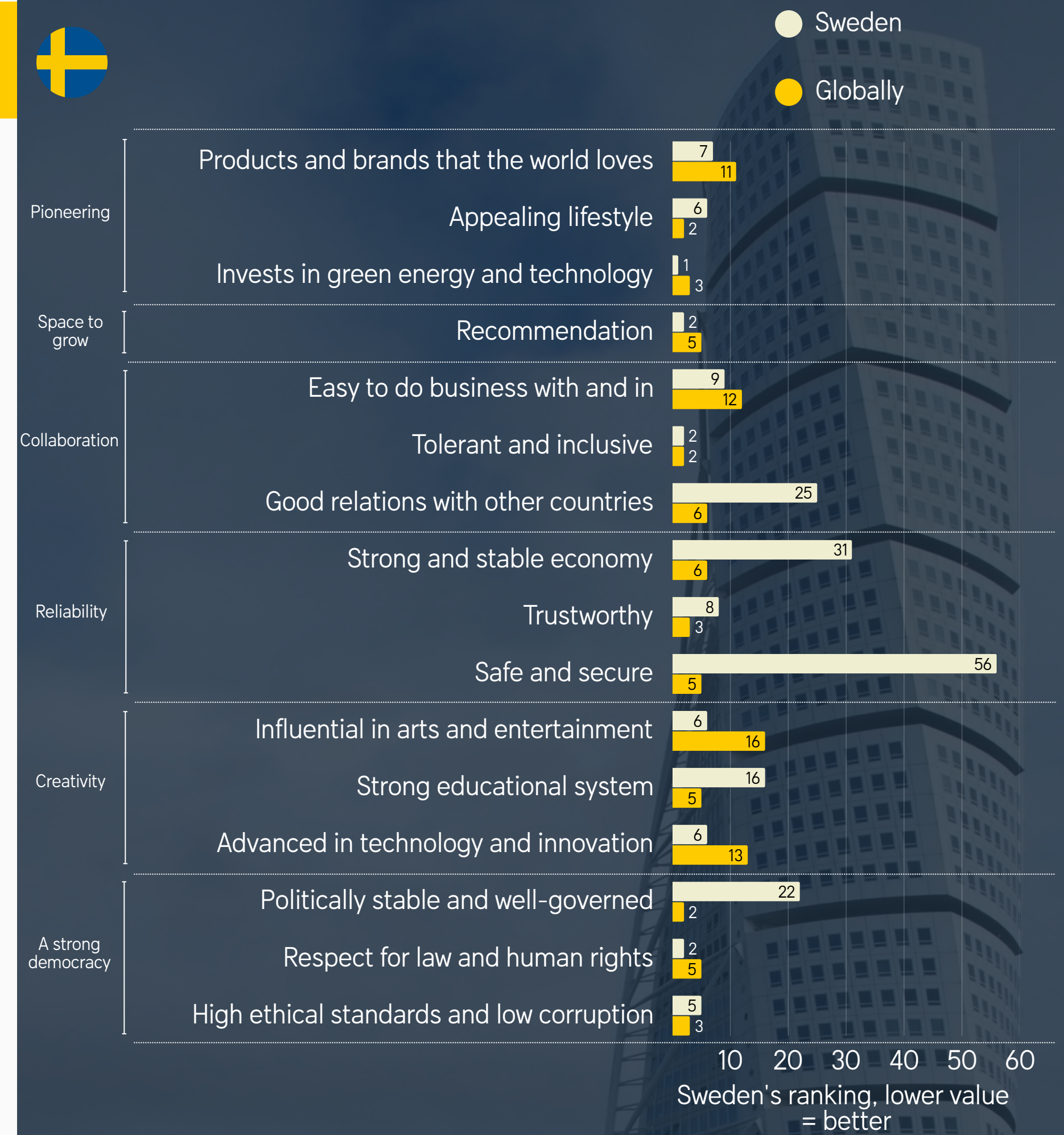


Photo: Silvia Man/imagebank.sweden.se



The diagrams show the rankings of Sweden and the comparison countries according to the Global Soft Power Index 2025. A lower value indicates a higher ranking (1 = highest position).

Sweden's points of differentiation

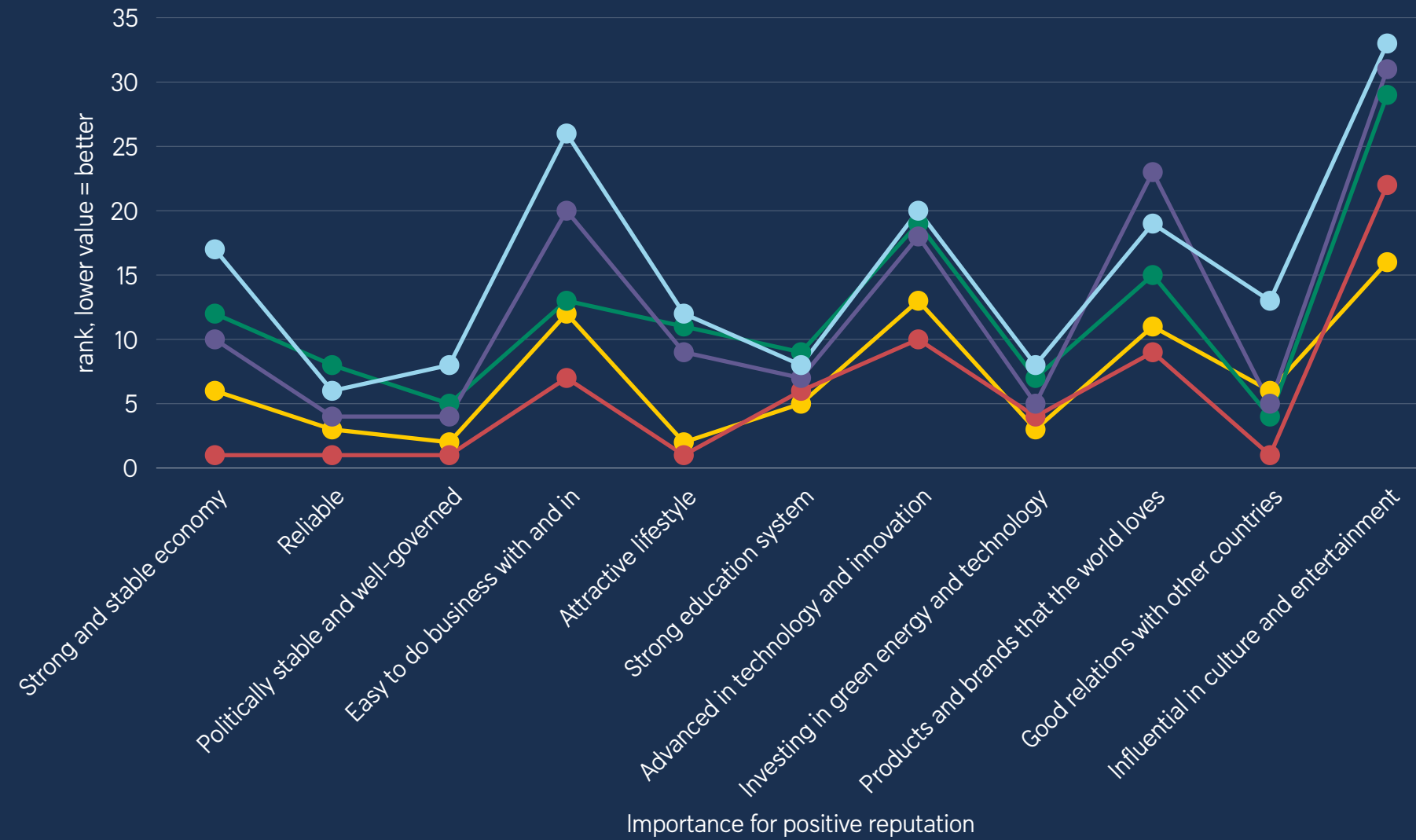
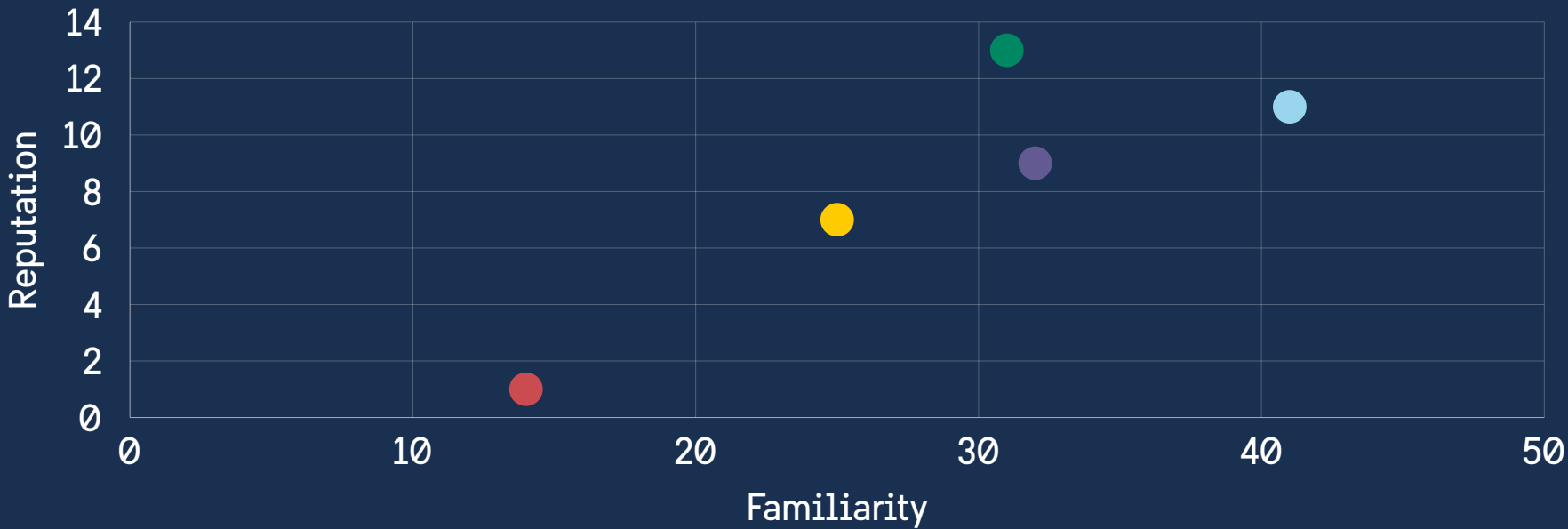
A comparison between Sweden, Switzerland, Norway, Denmark, and Finland shows that the Swedish brand is not particularly differentiated. Overall, Switzerland has a stronger brand. It is more widely known and, in most areas, more positively perceived across the markets studied: Brazil, China, India, Germany, the United Kingdom, the United States, Japan, and Saudi Arabia. The difference is greatest in India and Saudi Arabia. Although these are not the markets where Switzerland's brand is at its strongest, it still appears significantly stronger than that of the Nordic countries. In other markets, the difference between Switzerland and Sweden, Norway, Denmark, or Finland is sometimes small.

The extent to which a country is recommended for study, work, investment, or the purchase of products or services is a good indicator of its overall attractiveness. All countries in the comparison are perceived as highly attractive. However, Switzerland consistently ranks higher, or slightly higher, than the Nordic countries. Among the Nordic countries, Sweden has the strongest brand and is most often ranked highest. Finland has the weakest brand in the group. The Nordic countries share similar brand profiles, and in several markets, awareness of Denmark or Norway is as high as that of Sweden.

In the next section of the report, we turn our focus to the strength of the Sweden brand in eight selected markets.



● Sweden ● Denmark ● Finland ● Norway ● Switzerland



Brand

Sweden's brand in eight markets

Brazil
China
Germany
India
Japan
Saudi Arabia
United Kingdom
United States

Sweden



Similar strengths in different markets

At the global level, Sweden is strongly associated with reliability and a robust democracy. Brand Sweden is grounded in the perception that the country has a strong and stable economy and effective governance. There is also a highly positive view of the Swedish education system, and people in other countries generally believe that Sweden is characterised by its ability to collaborate and is, for example, easy to do business with. All of these attributes play an important role in shaping how other countries perceive a nation.

The Swedish Institute has examined the strength of the Sweden brand in eight selected markets: Brazil, China, Germany, India, Japan, Saudi Arabia, the United Kingdom, and the United States. In six of the eight markets, brand Sweden is perceived as very strong and positive, despite relatively low levels of awareness. The brand is strongest in Germany and weakest in Saudi Arabia.

As at the global level, the most prominent elements of the brand Sweden in most of these markets are linked to attributes that commonly drive a positive perception of other countries, such as a strong and stable economy and political stability. However, perceptions vary when it comes to how easy it is to do business with Sweden and the degree to which Sweden is associated with attractive products and brands. In all markets except Germany and the United States, there is clear potential to strengthen the Sweden brand by placing greater emphasis on Sweden's strengths in business and international collaboration.

Photo: Mascot/Johnér/Imagebank.sweden.se





Reliability and a strong economy create favourable conditions

Sweden has a very strong and positive brand in Brazil, despite relatively low awareness of Sweden. There is clear potential to strengthen the perception of Sweden as an attractive trading partner and as a country associated with creativity, as the brand is currently weaker in these areas.

The strongest elements of the Sweden brand in Brazil are clear associations with a strong democracy and trustworthiness. Sweden is perceived as a country that protects human rights and has a very low level of corruption. It is also strongly associated with tolerance and inclusion and is seen as having very good international relations. However, these attributes have relatively limited influence on how Brazilians form opinions about other countries.

Sweden is linked to cooperation in several ways, although this is less evident in the context of trade. Brazil does not view Sweden as a particularly easy country to do business with, and associations with Swedish products and brands are relatively weak. There is clear potential to strengthen the Sweden brand in areas that play a more influential role in how Brazil views other countries and that can increase Sweden's attractiveness.

Creativity is the attribute least associated with Sweden in the Brazilian context. A stronger Swedish profile in culture and entertainment could enhance the country's appeal, as this is a relatively important driver of how Brazil perceives other nations.

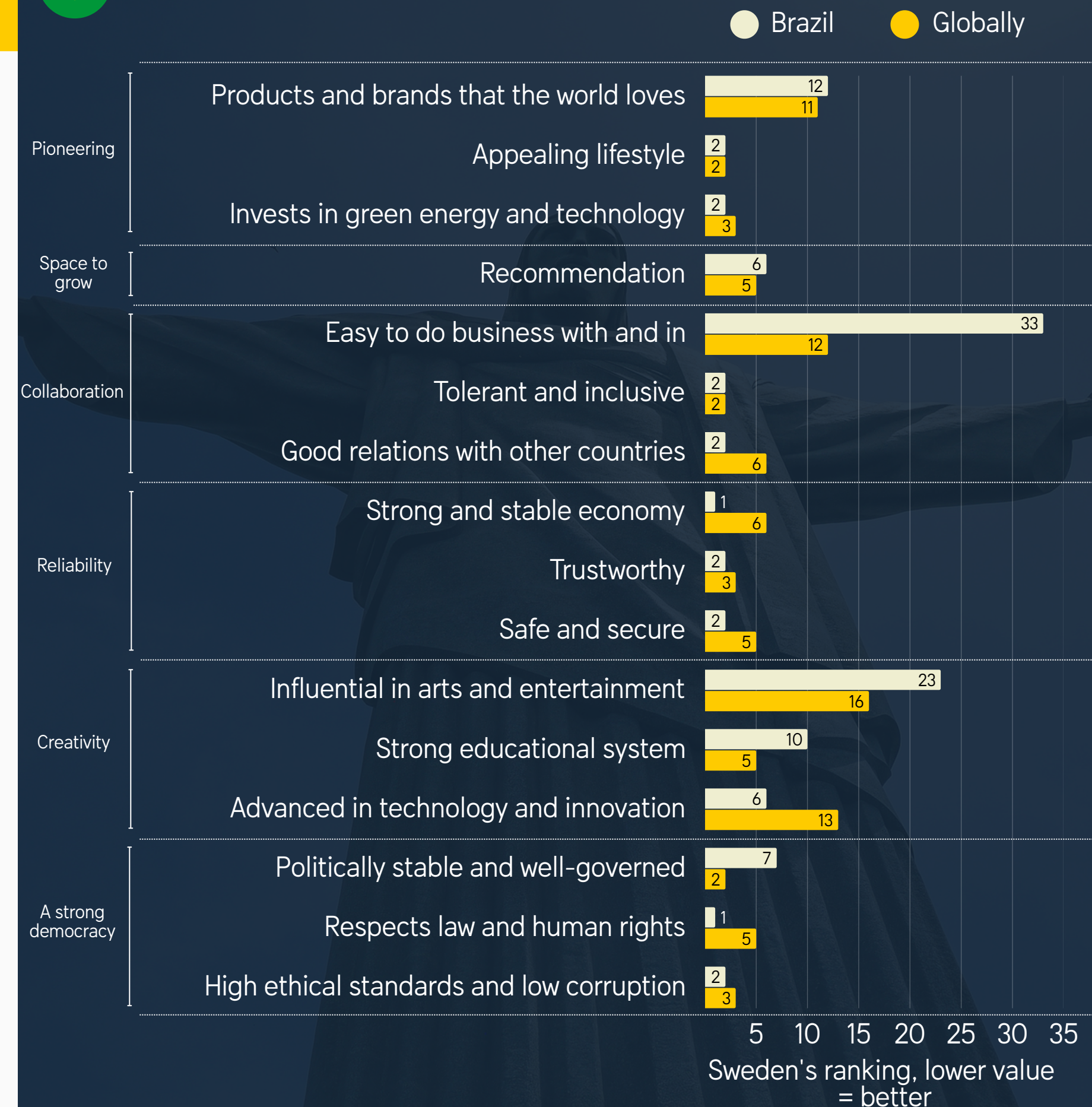


Foto: AXP Photography/ Pexels

The diagrams show the rankings of Sweden and the comparison countries according to the Global Soft Power Index 2025. A lower value indicates a higher ranking (1 = highest position).

Sweden has the strongest brand of the Nordics and competes with Switzerland

Switzerland, as in the other markets surveyed, has the most well-known brand. This high level of recognition is a major asset and contributes to Switzerland also having the most positive reputation. However, Sweden's reputation is nearly as strong, despite the country being less well-known.

Switzerland's brand is highly positive across almost all attributes, with the exception of how it is perceived in terms of ease of doing business and cultural or entertainment influence. These attributes, which play a significant role in how Brazil views other countries, are also the weakest for the Nordic countries. Denmark is perceived as a country that is much easier to do business with compared to Sweden.

In other respects, Sweden has the strongest brand profile among the Nordic countries. The Sweden brand is equally strong as Switzerland's when it comes to economic and political stability, reliability, an attractive lifestyle, and good relations with other countries.

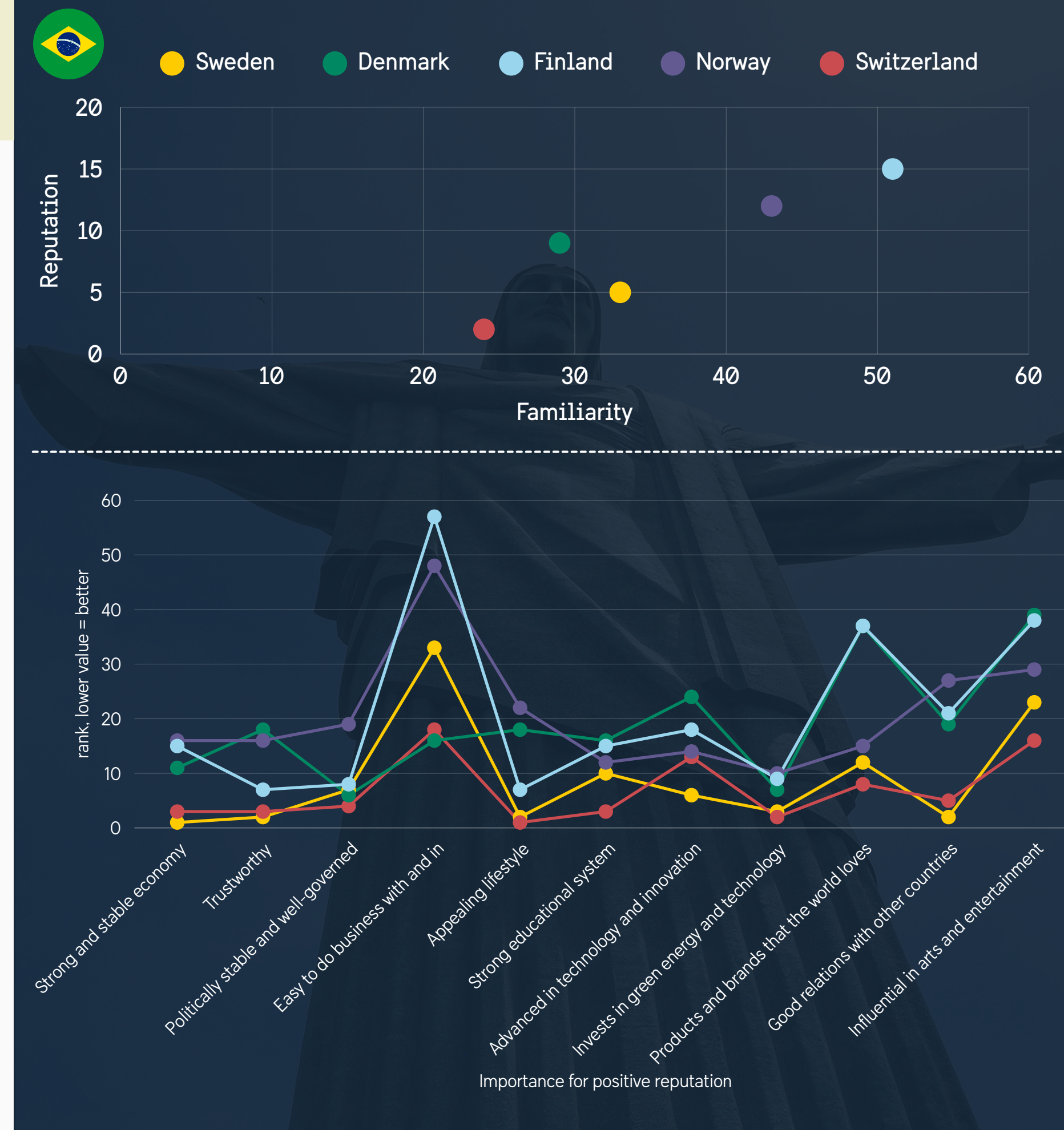


Foto: AXP Photography/ Pexels



Political and economic stability drives reputation in China

Sweden has a positive brand in China. Although familiarity with Sweden is relatively low, there are clear associations with Sweden as a democratic and trustworthy nation with good governance and a strong and stable economy. In particular, economic and political stability are attributes that have a strong positive influence on how China views other countries.

Sweden's profile as a creative country is relatively weak. The Swedish education system is regarded as strong, but Sweden is not widely seen as one of the most advanced countries in technology and innovation, nor as having significant influence in arts and entertainment. However, these attributes are not especially important for how China evaluates other countries.

Sweden's brand is weakest in the area of cooperation. Sweden is strongly associated with tolerance and inclusion, but is not widely perceived as having good international relations or as being easy to do business with. These attributes also carry relatively little weight in China's perception of other nations. For China, the primary focus is on economic and political stability. It is also important to be seen as a country with attractive products and brands. There is some scope for strengthening Sweden's brand in this area.

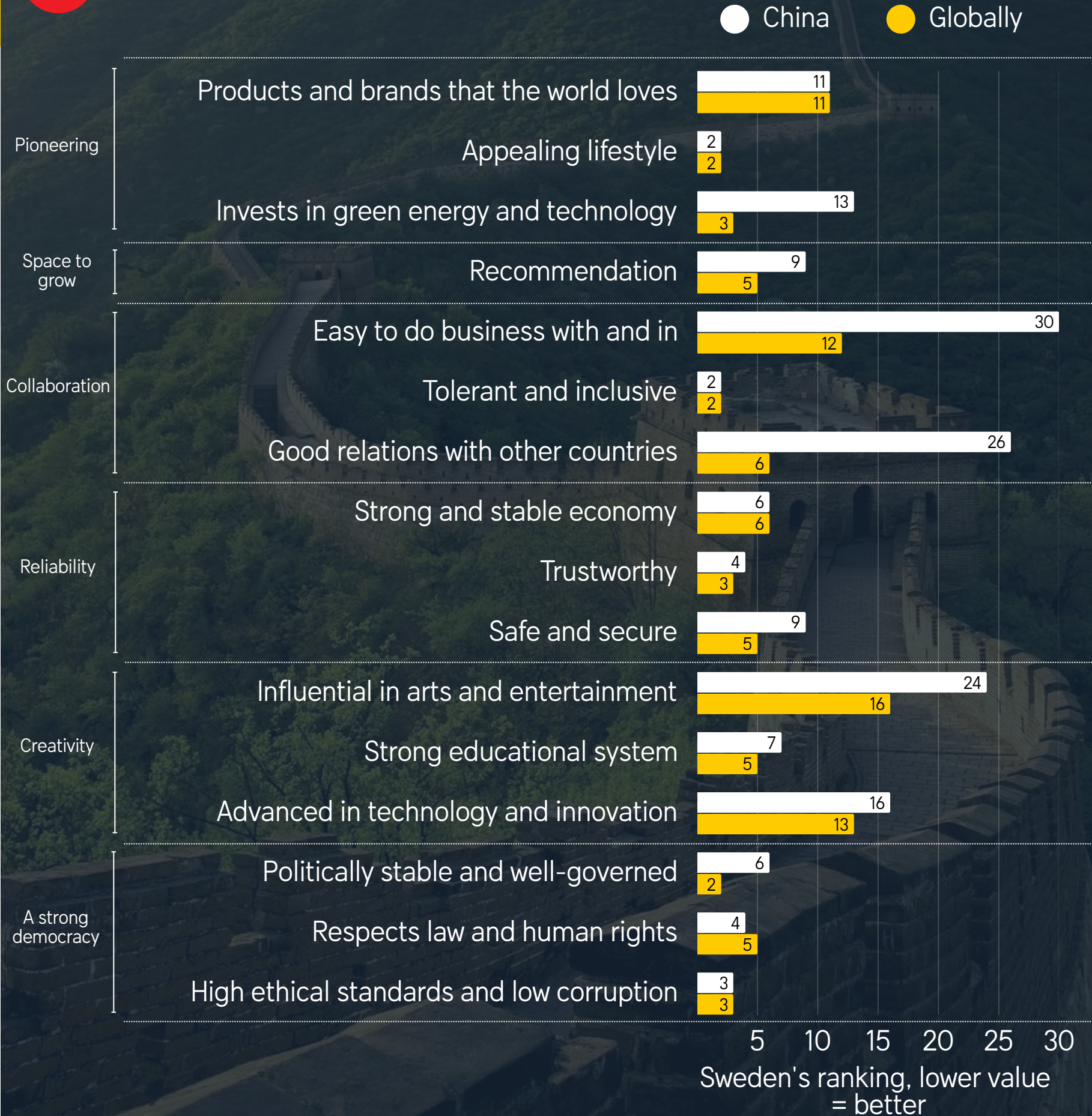


Photo: pixabay

The diagrams show the rankings of Sweden and the comparison countries according to the Global Soft Power Index 2025. A lower value indicates a higher ranking (1 = highest position).

Similar profile to Denmark and Switzerland despite strong reputation

Sweden and Switzerland share the same strong reputation in China, although Switzerland is more widely known. The other Nordic countries are less well-known and generally have weaker reputations. In some respects, however, Denmark has a profile that is equally strong as Sweden's. Denmark is perceived to be just as reliable and politically stable, and to offer the same high quality of life.

Sweden's and Switzerland's brand profiles are closely aligned, with one notable exception: China holds a more positive view of Switzerland's international relations. This attribute positively influences China's overall perception of other countries. Switzerland, and to some extent Denmark, are also considered to have more attractive products and brands than Sweden. This is another attribute that contributes positively to how China views other nations.



Photo: pixabay



Sweden's brand is strongest in Germany

Sweden has a very positive brand in Germany, where collaboration is one of Sweden's most prominent strengths. Germany stands out among the surveyed markets for its strong perception that it is easy to do business with Sweden, which is a key factor in how Germany views other countries. The positive view of Sweden's cooperative capacity is also grounded in the perception that Sweden maintains very good international relations.

Sweden's strengths also include democracy and reliability. Sweden is strongly associated with stable and competent governance and with a strong and stable economy. These are two attributes that have a significant positive influence on how Germany perceives other nations. In contrast, the perception of Sweden as a safe and secure country is a relative weakness in the Sweden brand.

Germany is one of the markets where Sweden is most strongly associated with attractive products and brands. This contributes to a perception of Sweden as innovative, with lifestyle and leadership in the green transition being even more central elements of the Sweden brand in the German context.

Creativity is not the primary association with Sweden. There is a very positive view of the Swedish education system, which is an attribute that positively shapes how Germans evaluate other countries. However, Sweden is less strongly associated with cultural or entertainment influence, or with leadership in technology and innovation. These particular attributes are also not among the most influential in how Germany views other countries.

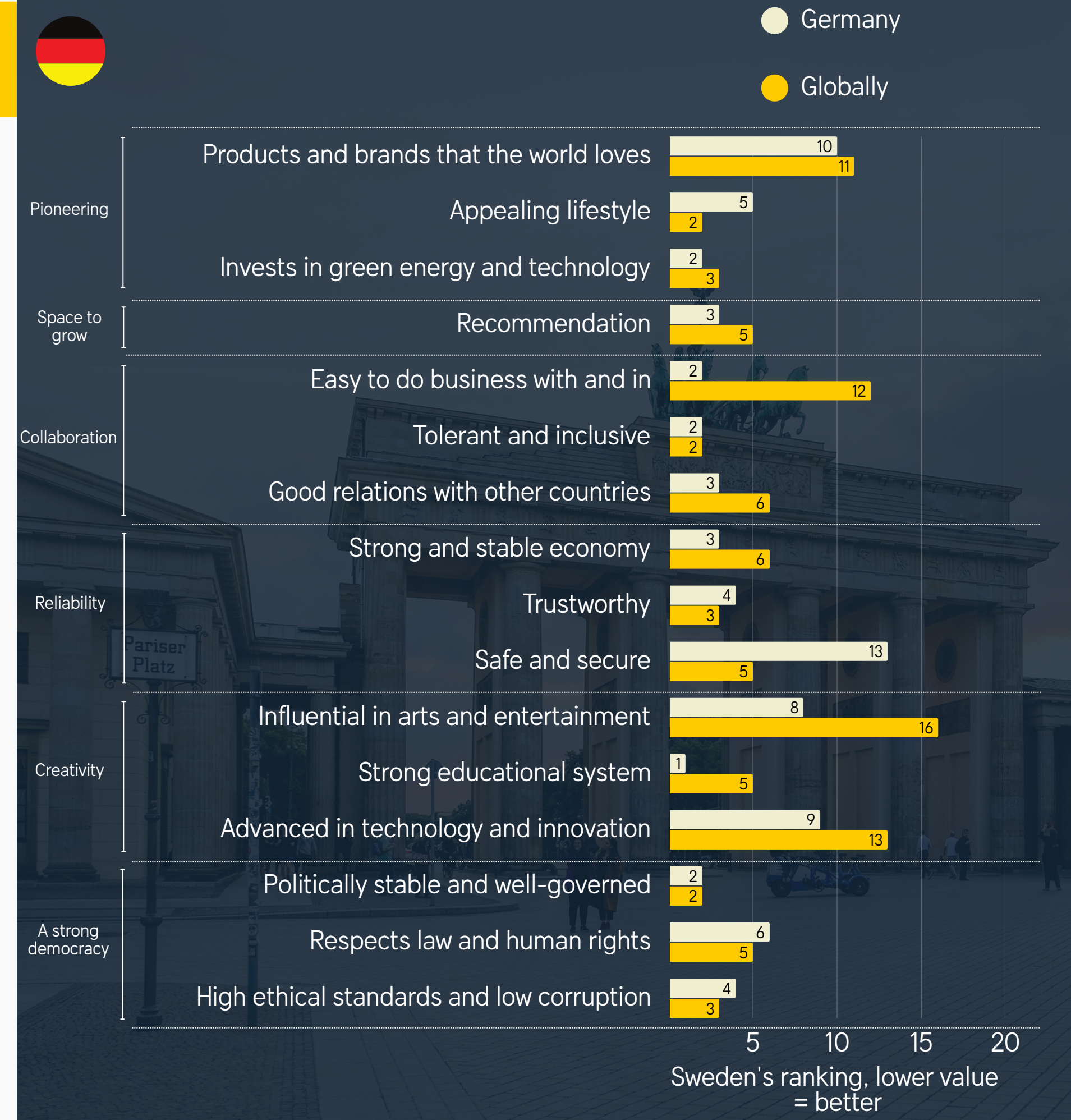


Photo: Shvets Anna/Pexels

Sweden's brand in Germany

The diagrams show the rankings of Sweden and the comparison countries according to the Global Soft Power Index 2025. A lower value indicates a higher ranking (1 = highest position).

Highest ranked of the Nordic countries

All of the countries compared have a very good reputation in Germany, although Sweden is less well-known than, for example, Switzerland. Sweden and Switzerland have similar brand profiles when it comes to economic and political stability, and the other Nordic countries are not far behind. All five countries are perceived to have strong education systems and to contribute to the green transition. These are factors that carry significant weight in how Germans assess other countries.

In the area of attractive products and brands, Sweden and Switzerland stand out in particular. This is a dimension that strongly influences Germany's perception of other countries. The same applies to the extent to which a country is considered easy to do business with. Here, Sweden has the strongest profile among all countries compared, closely followed by Denmark, while Switzerland ranks the lowest.

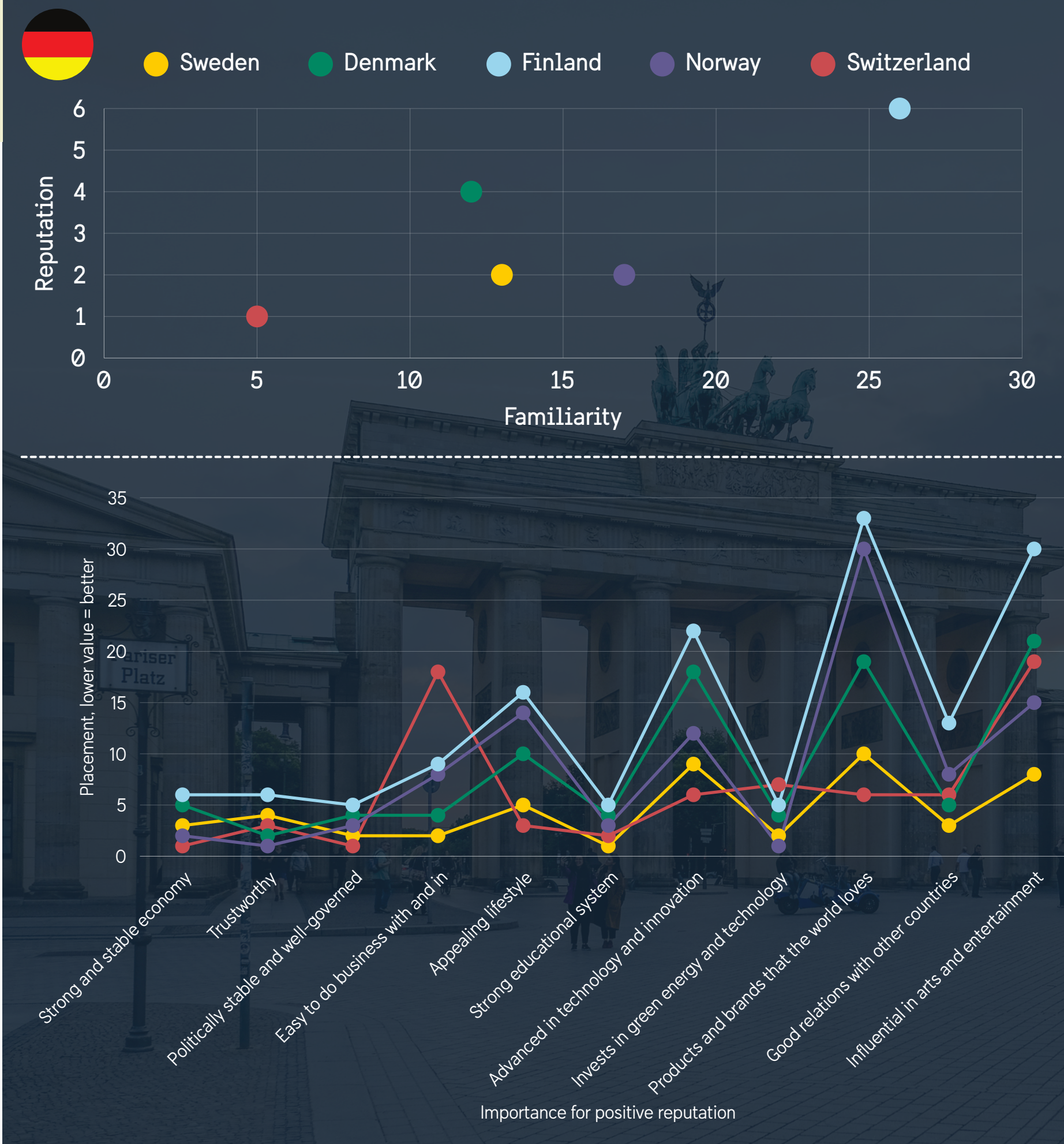


Photo: Shvets Anna/Pexels

Low familiarity and weak associations

Sweden has a relatively weak brand in India and is not among the countries most frequently recommended for investment, study, or tourism. Familiarity of Sweden is low, and Sweden is not perceived as strong in areas that typically drive positive perceptions of other nations. These include being seen as having a strong and stable economy, offering sought-after products and brands, and being easy to do business with. This presents a clear opportunity to strengthen the Sweden brand in order to increase its attractiveness as a trading partner.

Sweden's brand profile is also marked by a lack of consistency across the strengths identified in Sweden's brand strategy. One example is reliability. While Sweden is seen as having a relatively strong and stable economy, it is much less frequently associated with the specific attribute of being reliable. Overall, Sweden's profile as a reliable country is weaker in India than it is at the global level and compared to most of the other countries studied. The same applies to the area of democracy. Sweden is relatively strongly associated with human rights and low levels of corruption, but not with political stability or good governance. However, these particular attributes are not among the most important factors influencing India's positive perception of other countries.

Sweden's weakest brand area in India relates to cooperation. Sweden is not widely seen as having good international relations, nor is it strongly associated with tolerance and inclusion. That said, these attributes have limited influence on how India forms opinions about other countries.

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Top 10: 0

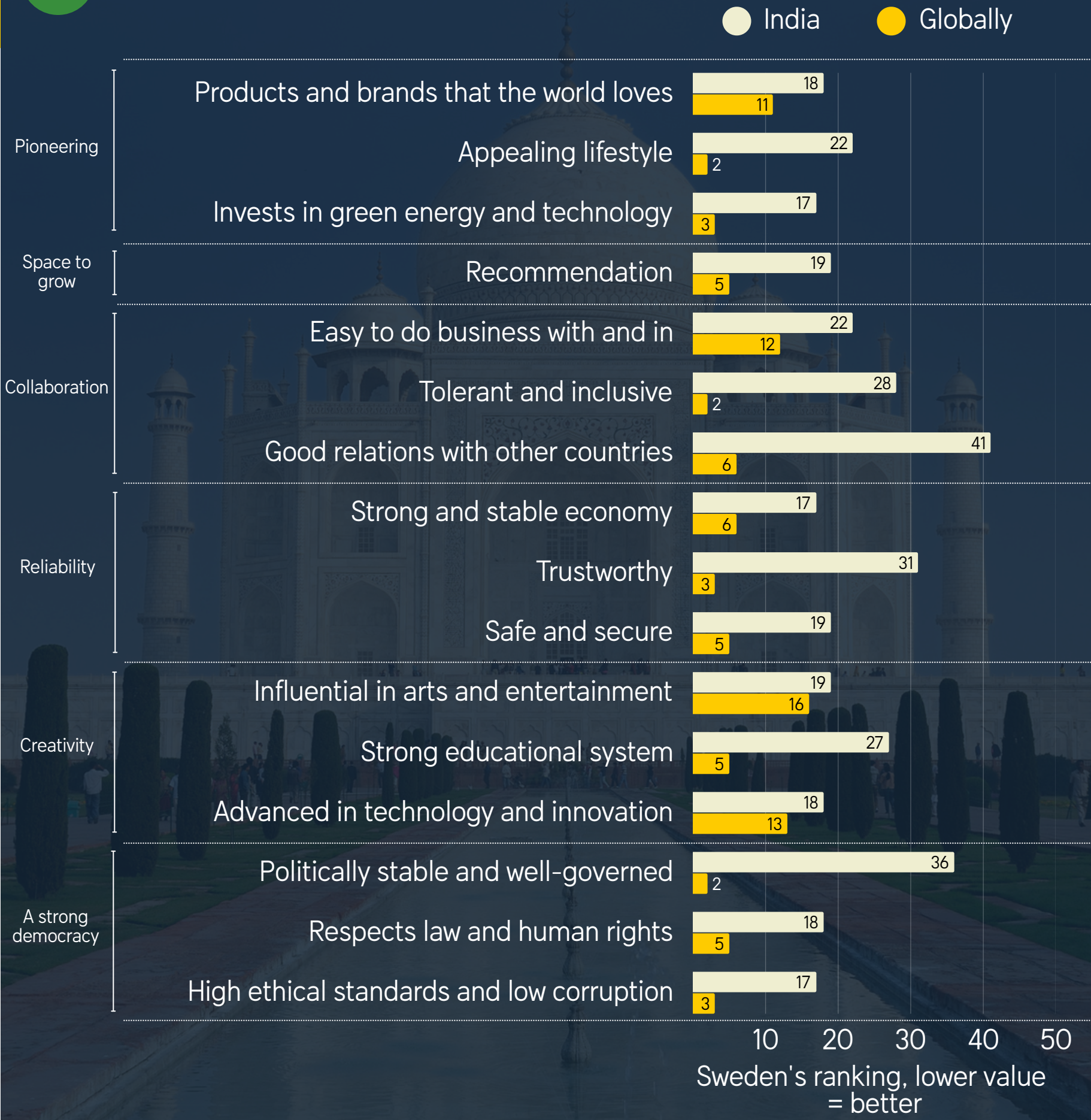


Photo: rchphoto/Getty Images

The diagrams show the rankings of Sweden and the comparison countries according to the Global Soft Power Index 2025. A lower value indicates a higher ranking (1 = highest position).

Low familiarity affects Sweden's and the Nordic countries' impact

Low familiarity is limiting the impact of both Sweden and the other Nordic countries in India. While Switzerland's brand is not at its strongest in the Indian market, the country still holds a significantly stronger position than Sweden, Norway, Denmark, and Finland. Switzerland has a clear advantage in being much more familiar to Indian audiences, which likely contributes to its notably stronger reputation.

Switzerland's brand is also characterised by relatively equal strength across different attributes. In contrast, the Nordic countries have less cohesive brand profiles. In India, Sweden does not have the strongest brand among the Nordic countries. For example, Denmark and Norway are perceived as more reliable and more politically stable than Sweden. However, Sweden is considered to have the strongest and most stable economy. This is an attribute that plays an important role in how India evaluates other countries.

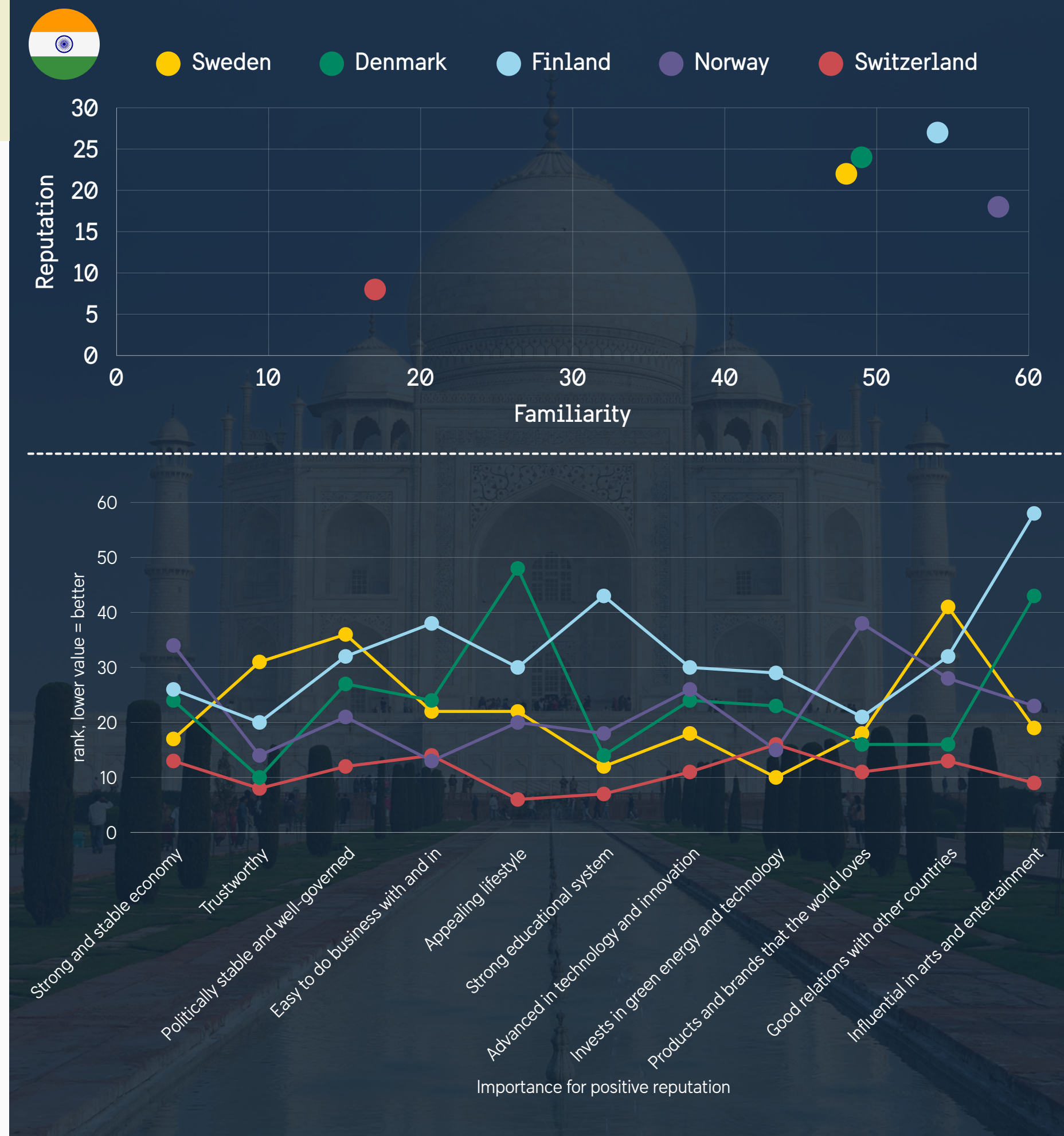


Photo: rchphoto/Getty Images



Global leader in education, sustainability and lifestyle

Sweden has a very positive brand in Japan, despite relatively low familiarity. Democracy, innovation, and reliability are the clearest strengths. Sweden is also widely seen as a country that offers space to grow. Among countries worldwide, Japan ranks Sweden among the most recommended destinations for investment, study, and tourism.

Associations with democracy, including political stability, are clearly embedded in the Sweden brand. Attributes that contribute to the perception of Sweden as trustworthy are also central to Sweden's image in Japan. This benefits Sweden, as democracy and trustworthiness are important factors in how Japanese people view other countries.

Sweden's identity as an innovative country is supported by a perception that it offers an attractive lifestyle and contributes to the green transition. In this regard, Sweden stands out in comparison with many other nations. A relative weakness, however, is that Sweden is less associated with sought-after products and brands. There is clear potential to strengthen Sweden's image in order to differentiate the brand more clearly.

The weakest associations with Sweden in Japan relate to collaboration and creativity. Strengthening the perception of Sweden as a country that is easy to do business with may enhance Sweden's attractiveness, especially since this attribute has a strong positive influence on how the Japanese public evaluates other countries.

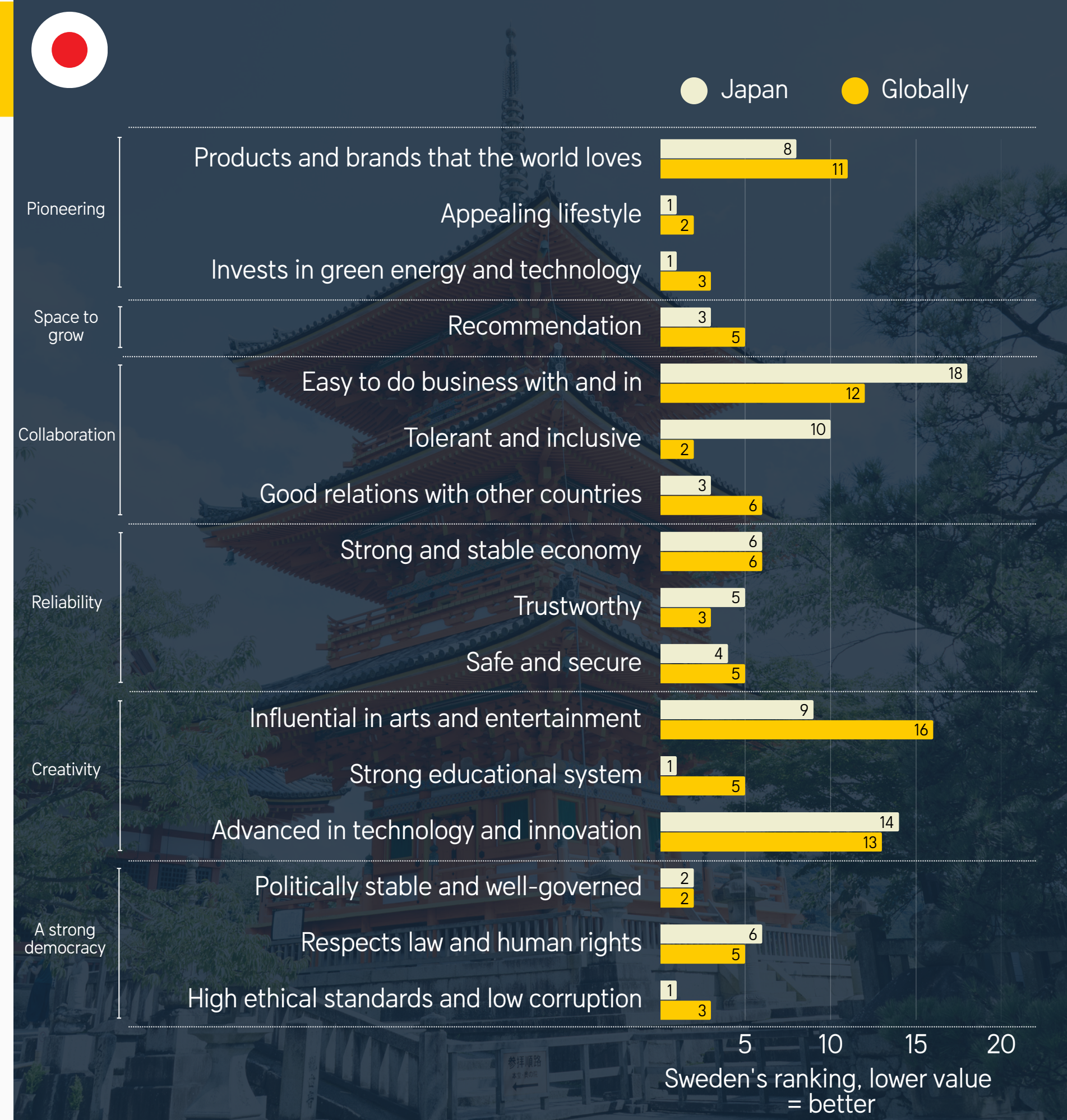


Photo: Studio Japan

The diagrams show the rankings of Sweden and the comparison countries according to the Global Soft Power Index 2025. A lower value indicates a higher ranking (1 = highest position).

Stable economy and politics distinguish Sweden from the rest of the Nordic region

Sweden's economic strength and political stability set it apart from the other Nordic countries. These attributes are particularly important in a country like Japan, where they are highly valued. Sweden enjoys a very positive reputation and is, in some respects, perceived to have a stronger brand than Switzerland. The Swedish lifestyle is seen as more attractive, and Sweden is considered to have greater influence in arts and entertainment. Norway and Finland are also perceived to offer a more appealing lifestyle than Switzerland. The entire Nordic region is relatively strong in terms of cultural influence, which is especially relevant in Japan, where culture and tradition play a significant role in how countries are perceived and in how attractive they are as partners for business.

In areas such as economic and political stability, as well as reliability, Sweden has a profile that is comparable to, and in some cases on par with, that of Switzerland.

At the same time, Switzerland and the Nordic countries face shared challenges. They are not widely perceived as the most business-friendly or technologically leading nations. These are attributes that play an important role in how Japan evaluates other countries

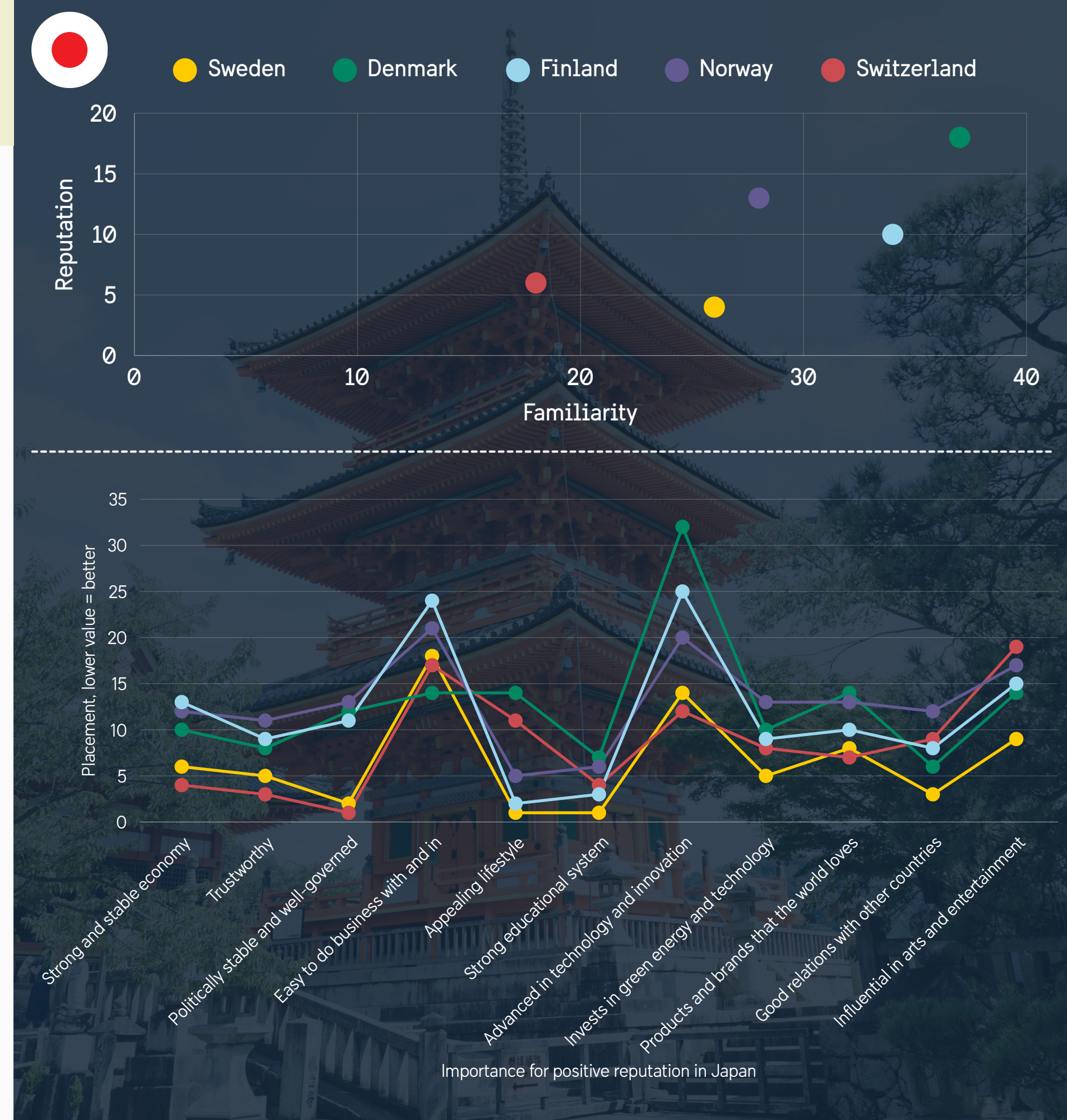


Photo: Studio Japan

Weak brand in key areas of strength

In Saudi Arabia, Sweden has a generally weak brand, with less positive perceptions across all measured areas compared to other markets. However, Sweden is strongly associated with political stability and good governance, which are attributes that have a relatively significant impact on how Saudi Arabia views other countries.

Sweden is also relatively strongly associated with sought-after products and brands and is considered a tolerant and inclusive society. There is a fairly positive perception of the Swedish education system, and Sweden is seen as relatively safe and secure. Sweden is further considered to have a strong and stable economy, although there is still room to strengthen Sweden's brand in this area. The same applies to perceptions of Sweden as a country that is easy to do business with. As in many other countries, Saudi Arabia's view of other nations is influenced by perceptions of their economic strength and ease of doing business.

Reliability, respect for human rights, and low levels of corruption are typically areas of strength for Sweden. In Saudi Arabia, however, Sweden is associated with these attributes to a limited extent. Apart from reliability, these attributes do not play a major role in shaping Saudi Arabia's view of other countries.

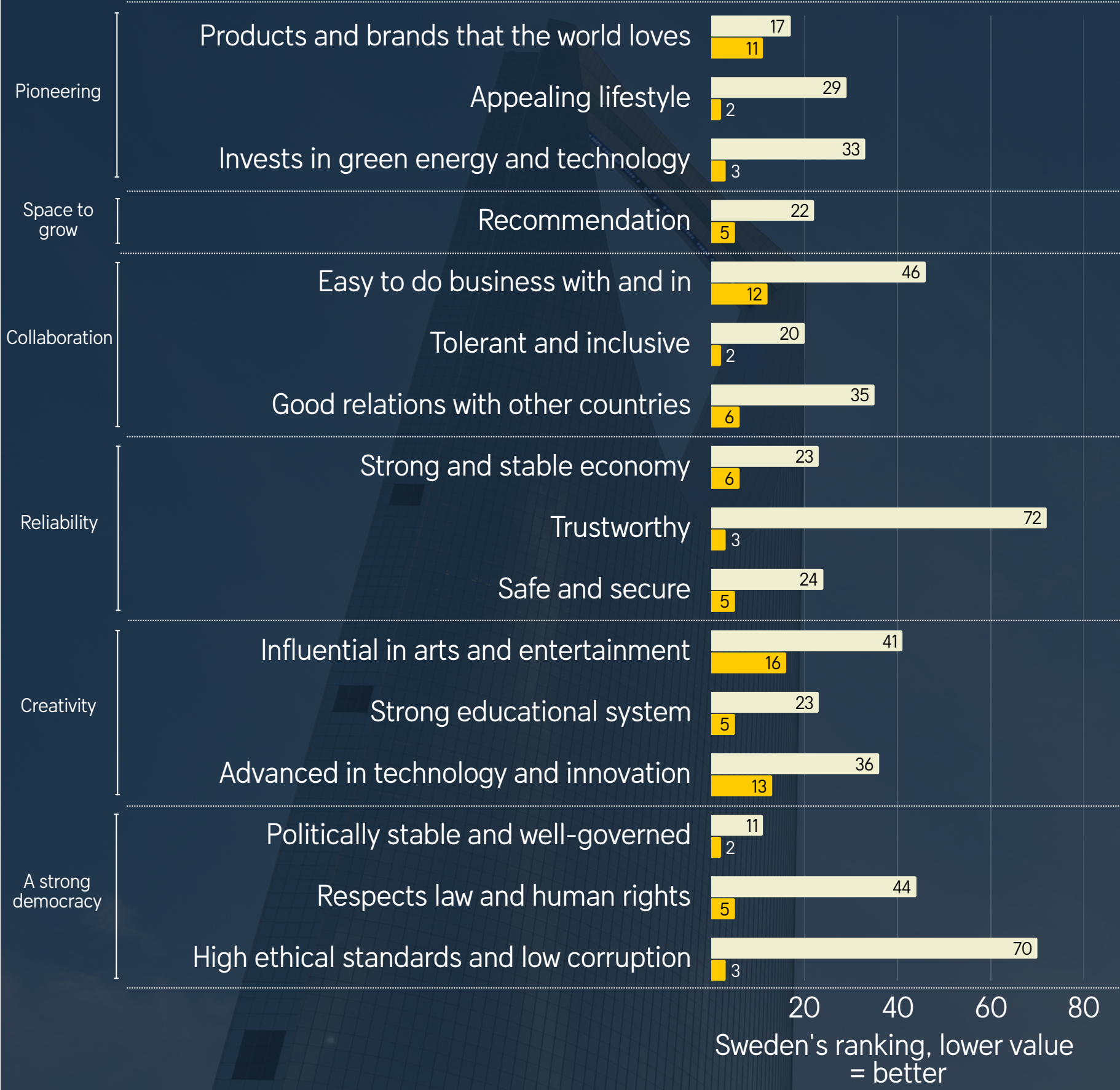


Photo: winhorse/Getty Images

The diagrams show the rankings of Sweden and the comparison countries according to the Global Soft Power Index 2025. A lower value indicates a higher ranking (1 = highest position).

Norway's brand strongest of the Nordic countries

Familiarity with all the countries compared is low in Saudi Arabia. However, Switzerland is better known than Sweden and the other Nordic countries, and it also stands out for having a significantly stronger reputation. With a few exceptions, Switzerland has a more positive brand than the Nordic countries. Norway is considered to have a stronger education system, and Sweden is perceived to be more politically stable and to demonstrate good governance to a somewhat greater extent. Denmark has the weakest brand profile among the Nordic countries.

Norway has a slightly more positive reputation than Sweden, which is unique to Saudi Arabia when compared with the other seven markets studied. Norway also has a stronger profile than Sweden across several key attributes. It is perceived as significantly more reliable, easier to do business with, and offering a more attractive lifestyle. The first two attributes in particular have a strong influence on Saudi Arabia's perception of other countries. Sweden is more frequently associated with good international relations than the other countries, although the brand remains weak in this area as well.

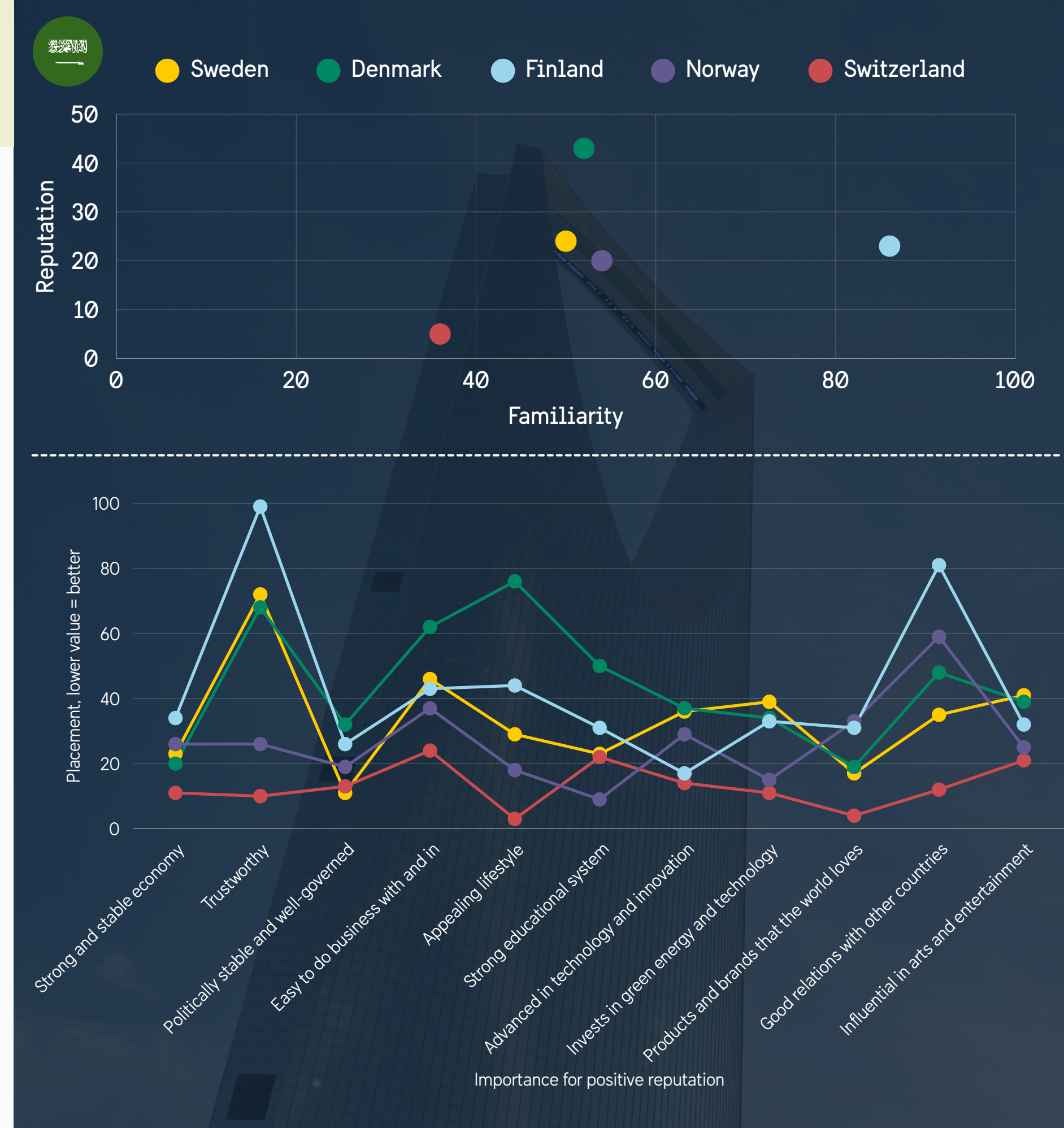


Photo: winhorse/Getty Images



Positive perception and leading profile in green transition

Sweden has a very positive brand in the United Kingdom, where familiarity with Sweden is relatively high. The two most prominent components of the Sweden brand are the perception of Sweden as a trustworthy and democratic country. As in many other countries, a strong and stable economy is the most important factor shaping how the UK views other nations. This is also a key attribute strongly associated with Sweden.

Sweden's strong democratic profile is based on the perception that, in addition to political stability and good governance, Sweden also has low levels of corruption and a strong respect for human rights. Like a strong economy, political stability has a substantial positive impact on how people in the UK view other countries. Sweden is also seen as a leader in the green transition, which contributes positively to Sweden's image.

Sweden's perceived ability to collaborate, innovate, and be creative are relative weaknesses. There is potential to strengthen the image of Sweden as a country that is easy to do business with. This is an attribute that positively influences the UK's perception of other countries.

Compared to many other countries, Sweden performs well on attributes linked to creativity. However, these are not the most prominent strengths of Sweden's brand in the UK, nor are they among the most influential attributes in how the UK views other countries.

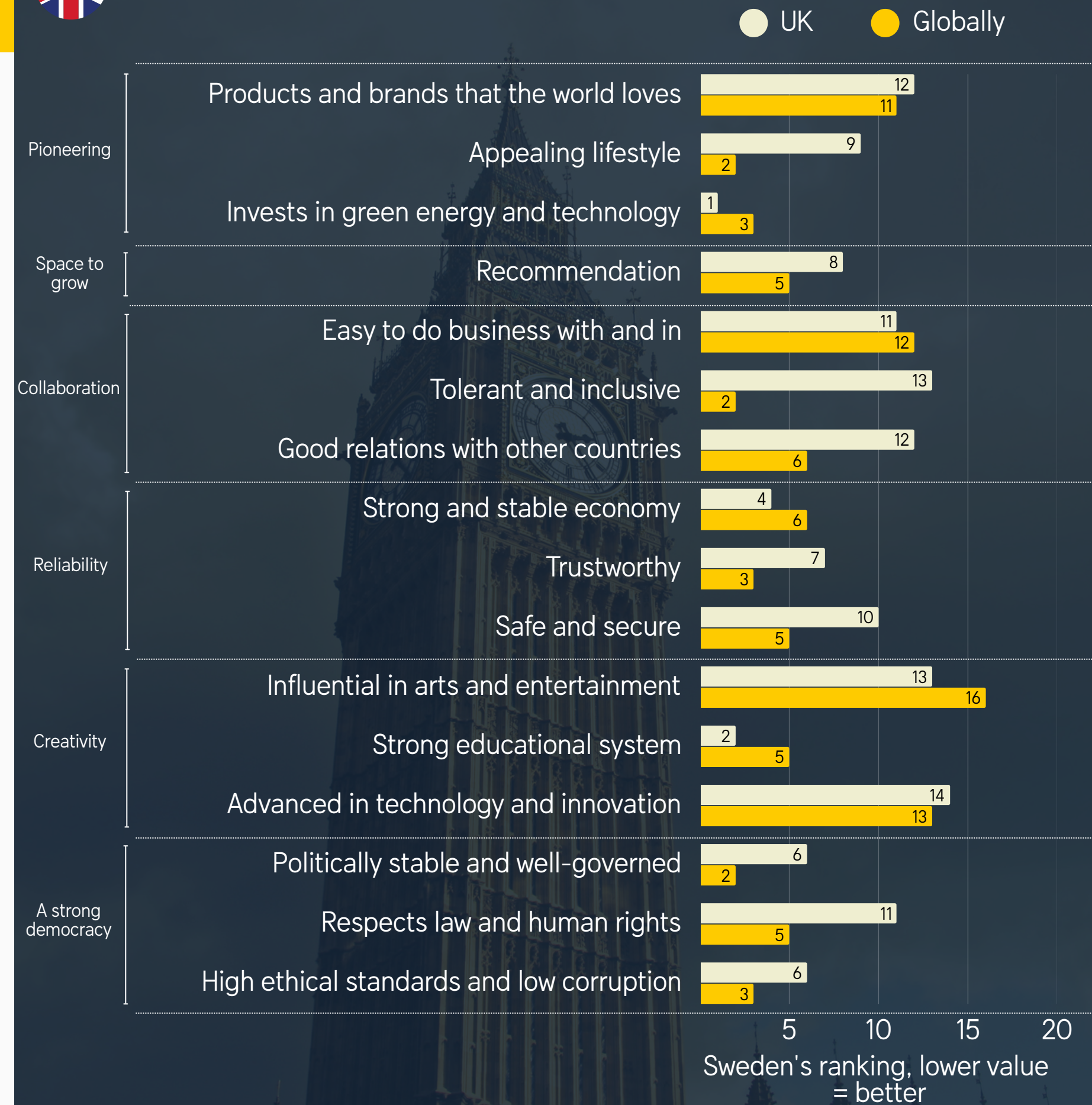


Photo: Andrea Piacquadio/Pexels

The diagrams show the rankings of Sweden and the comparison countries according to the Global Soft Power Index 2025. A lower value indicates a higher ranking (1 = highest position).

Limited differentiation from the rest of the Nordic region

In the United Kingdom, Sweden, Norway, Denmark, and Switzerland all enjoy a similarly strong and positive reputation. However, the Nordic countries are somewhat less well-known than Switzerland. Switzerland's brand is also characterised, with one exception, by a relatively consistent profile across the key areas of strength measured. Switzerland is perceived to have limited influence in culture and entertainment, but this is not one of the factors that has a major impact on how the UK population views other countries.

All of the Nordic countries share a similar profile, and Sweden does not stand out. The differences between the countries are small, and the strengths are broadly the same. They are perceived as reliable and as economically and politically strong and stable. The Nordic region is also closely associated with an attractive lifestyle and a clear contribution to the green transition.

However, on several individual attributes, another Nordic country is perceived to have a stronger profile than Sweden. Denmark, for example, is seen as even more reliable and as having an even stronger and more stable economy.



● Sweden ● Denmark ● Finland ● Norway ● Switzerland

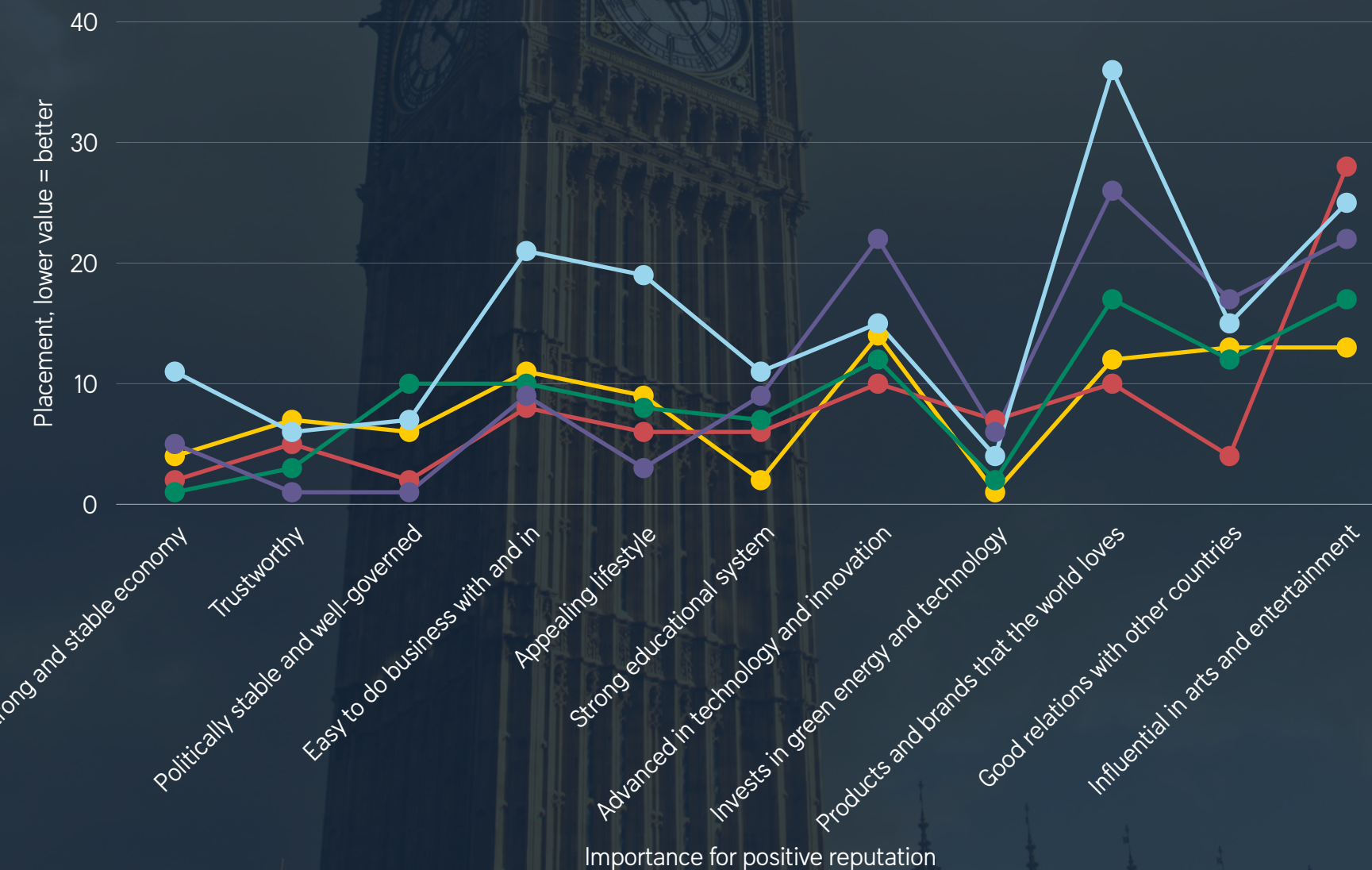
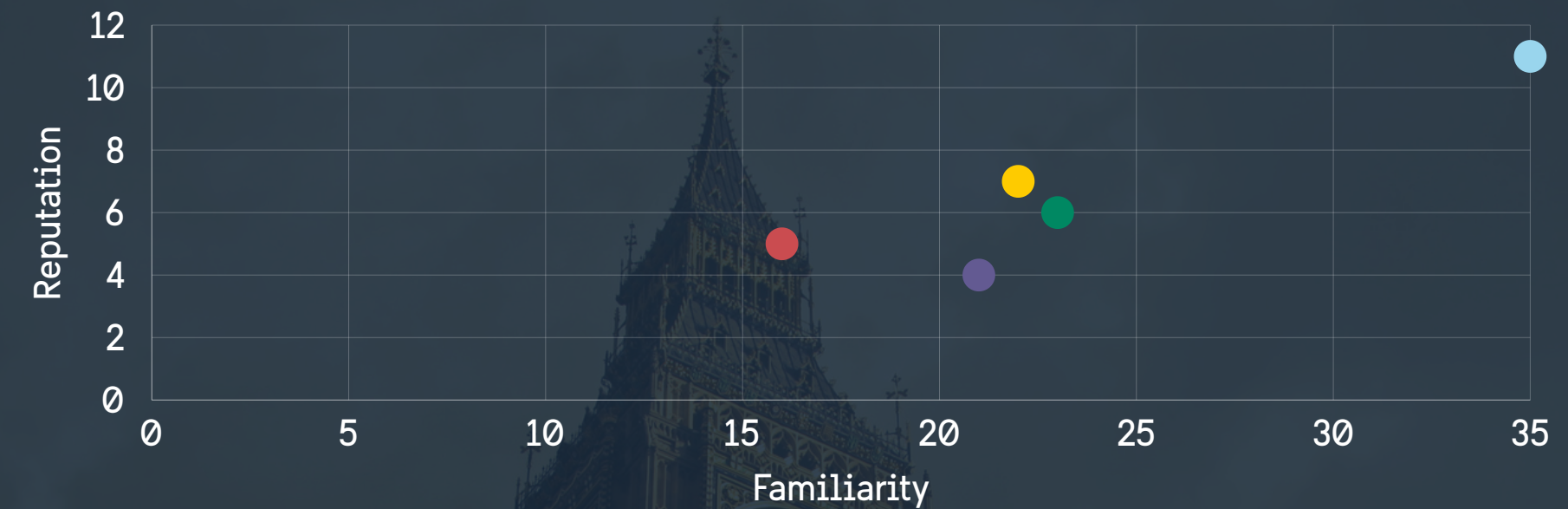


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High reputation and strong relevance in several areas

Sweden has a very positive brand in the United States. The strongest associations with Sweden relate to Sweden's ability to collaborate and the perception of Sweden as a reliable country with a robust democracy.

For Americans, the most important factors in evaluating other countries are whether they are easy to do business with and whether they have a strong economy. It is a major asset for Sweden to be strongly associated with both of these attributes. Combined with a very positive perception of Sweden as safe and secure, these associations form the foundation of a strong brand built on collaboration and reliability. Sweden is also viewed as a robust democracy, with human rights and low levels of corruption seen as particular strengths. However, these attributes do not significantly influence how Americans perceive other countries. The same applies to an attractive lifestyle and contributions to the green transition, which are areas where Sweden's brand in the United States is strong but not decisive.

Creativity is the weakest aspect of Sweden's brand in the United States, even though Sweden is relatively well-regarded in terms of technology and innovation and is seen as having some influence in culture and entertainment. These attributes, however, are not among those that most strongly shape American perceptions of other countries.

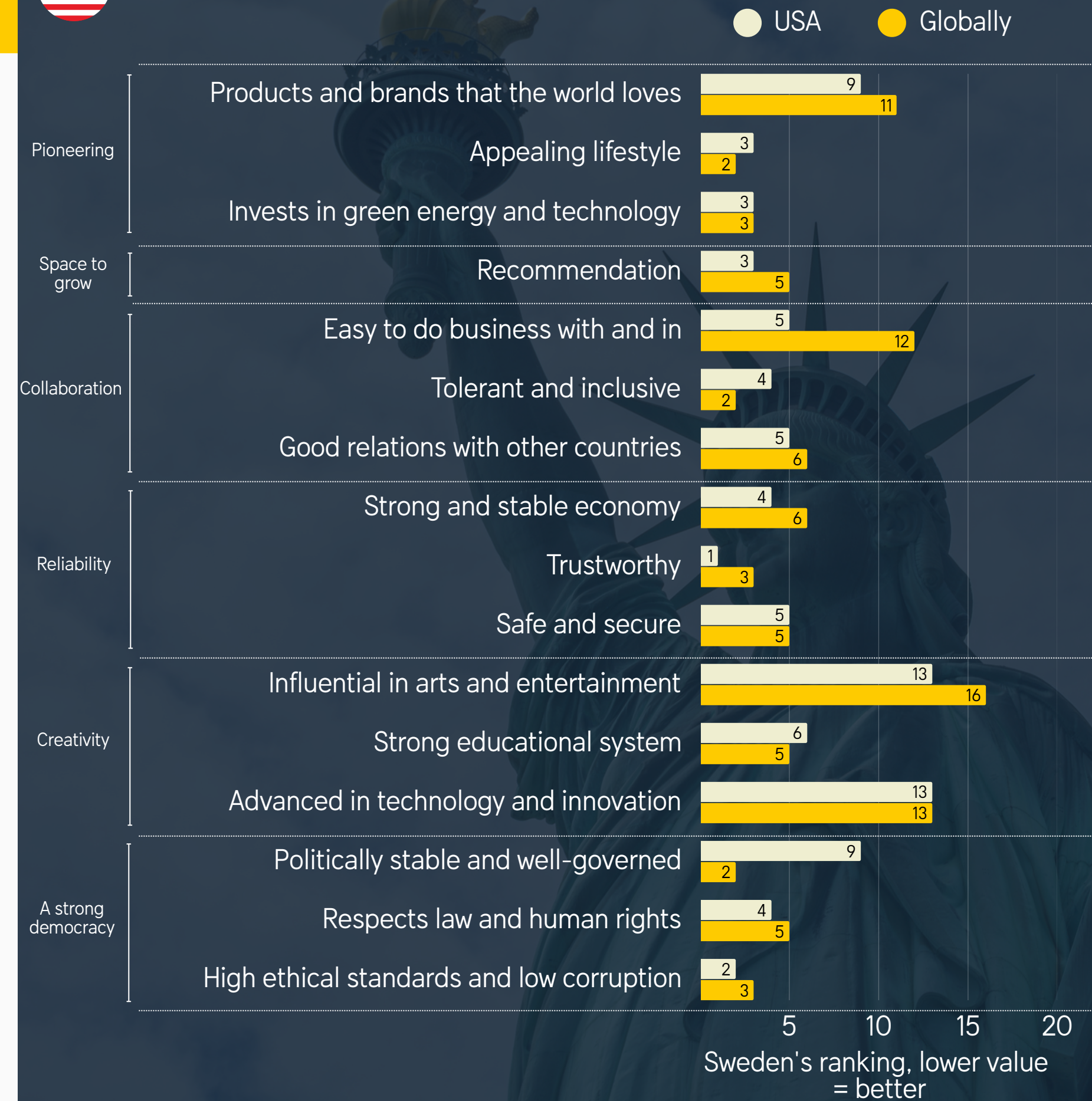


Photo: Arpan Parikh/Pexels



Sweden's brand in the United States

The diagrams show the rankings of Sweden and the comparison countries according to the Global Soft Power Index 2025. A lower value indicates a higher ranking (1 = highest position).

Stronger profile than other Nordic countries

Sweden has a strong reputation in the United States but is less well-known than Switzerland. The gap between Sweden and the other Nordic countries is most evident in terms of familiarity, while differences in reputation are smaller. As in other markets, the Swiss brand is generally stronger than those of the Nordic countries, although Sweden is not far behind.

Switzerland has a very strong brand in the United States, with one exception. As in Japan and the United Kingdom, Switzerland is perceived to have limited influence in arts and entertainment. In this area, Sweden's brand profile is clearly stronger.

Sweden, Switzerland, and the other Nordic countries share a similar profile, characterised by stable and strong economies, good governance, and high levels of reliability. The countries are also perceived as business-friendly to a similar degree and are associated with an attractive lifestyle. A clear contribution to the green transition is another shared strength. However, Sweden and Switzerland stand out by being more strongly associated with attractive products and strong brands. This is a dimension that plays an important role in how the United States evaluates other countries.



● Sweden ● Denmark ● Finland ● Norway ● Switzerland

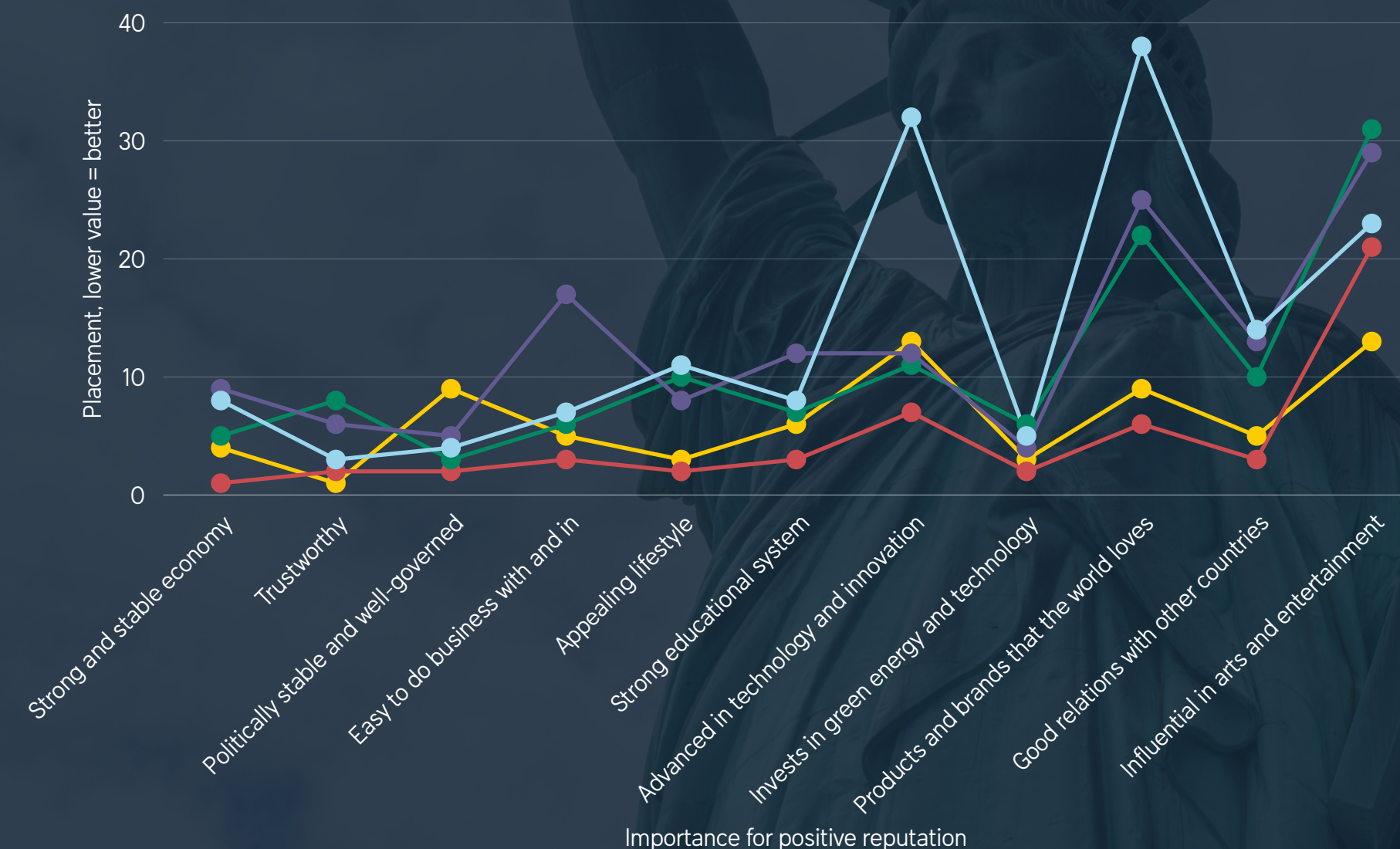
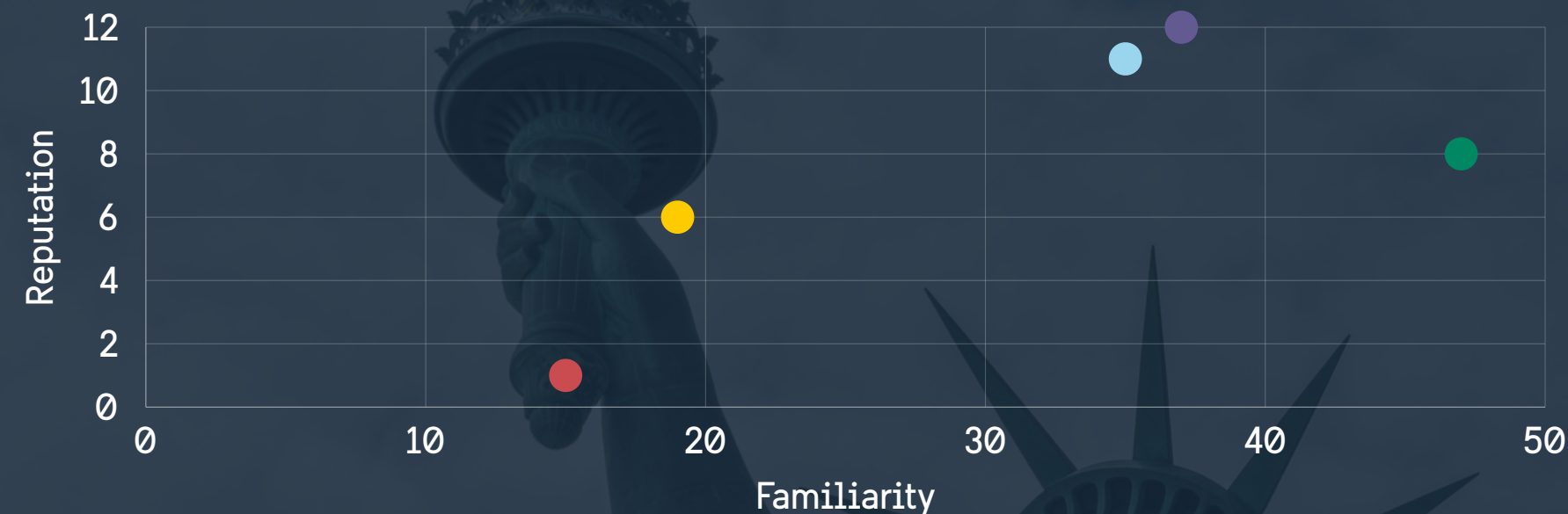


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Brand Sweden report 2025

The Brand Sweden 2025 report is an annually recurring publication that analyses the strength of Sweden's brand globally.

The report is based on the strategy for a stronger image of Sweden, developed by the Swedish Institute (SI) in collaboration with the Brand Sweden Council. The purpose of the report is to provide Swedish actors with a shared knowledge base for communicating and promoting Sweden internationally: through trade, talent attraction, investment, tourism, culture, and other forms of international presence.

The analysis covers eight key markets: the United States, the United Kingdom, Saudi Arabia, Japan, India, China, Germany, and Brazil. For comparison, four countries with similar brand profiles are also included: Denmark, Finland, Norway, and Switzerland.

Materials, tools, and additional information are available at sharingsweden.se.



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