



Impact Report Sweden

2026



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Foreword:

Gülfem Toygar & Kellen O'Connor

Investing in Sweden's future, together

Amazon's presence in Sweden spans cloud services, e-commerce, space technology, and entertainment. Two milestones so far have been the launch of the Amazon Web Services (AWS) Europe (Stockholm) Region in 2018 and the launch of Amazon.se in 2020, and our commitment to this country continues to grow. Each of these moments represented a step change: first giving Swedish businesses world-class cloud infrastructure on home soil, then opening a local store that brought hundreds of millions of products to Swedish customers and connected Swedish entrepreneurs with a global audience.

Sweden is a nation built on innovation, entrepreneurship, and a willingness to embrace the future. These are values we share. Over the past years, we have seen Swedish entrepreneurs use Amazon's marketplace to reach customers across Europe and beyond with more than 80 percent of Swedish small and medium-sized businesses (SMBs) on Amazon now exporting internationally. We have seen companies as diverse as Swedish unicorn Loveable and global enterprise Volvo Cars leverage the AWS cloud for their operations. In addition, we have invested in infrastructure, carbon-free energy, and skills programs, because we believe Sweden's ambitions deserve long-term partners, not short-term visitors.

The numbers in this report speak for themselves. Over the last 10 years, Amazon's cumulative investment in Sweden has surpassed



| Gülfem Toygar

42 billion SEK, spanning cloud infrastructure, retail, film and television production, and space technology. These investments have contributed more than 24 billion SEK to Sweden's GDP and supported thousands of jobs in construction, logistics, and professional services across the country.

But this report is about more than numbers. It is about the entrepreneurs who dared to think bigger. The companies that chose to innovate. The communities that benefit when global technology meets local ambition.

Sweden has set bold goals for digitalization and AI. Achieving them requires collaboration between the public and private sectors, between Swedish companies and global technology partners.



| Kellen O'Connor

We are proud to play our part by providing the cloud infrastructure that powers Sweden's AI ambitions, by giving entrepreneurs the tools to compete globally, and by investing in the skills and sustainability programs that prepare Sweden for what comes next.

As we look ahead, our commitment is clear: we will continue to build in Sweden, invest in Sweden, and partner with Swedish businesses and communities to drive growth and innovation.

Gülfem Toygar
COUNTRY MANAGER,
AMAZON SWEDEN, AND
DIRECTOR OF EUROPEAN
EXPORTS AND EXPANSION

Kellen O'Connor
MANAGING DIRECTOR,
EUROPE NORTH,
AMAZON WEB SERVICES



Facts & figures



Investments & jobs

IN 2025

AMAZON INVESTED MORE THAN

14 billion SEK in Sweden

including infrastructure and compensation to our employees.

OVER THE LAST 10 YEARS

AMAZON HAS INVESTED MORE THAN

42 billion SEK in Sweden

including infrastructure and compensation to our employees.

IN 2025

AMAZON SWEDEN HAD HUNDREDS OF EMPLOYEES AND AN EXTENDED WORKFORCE OF

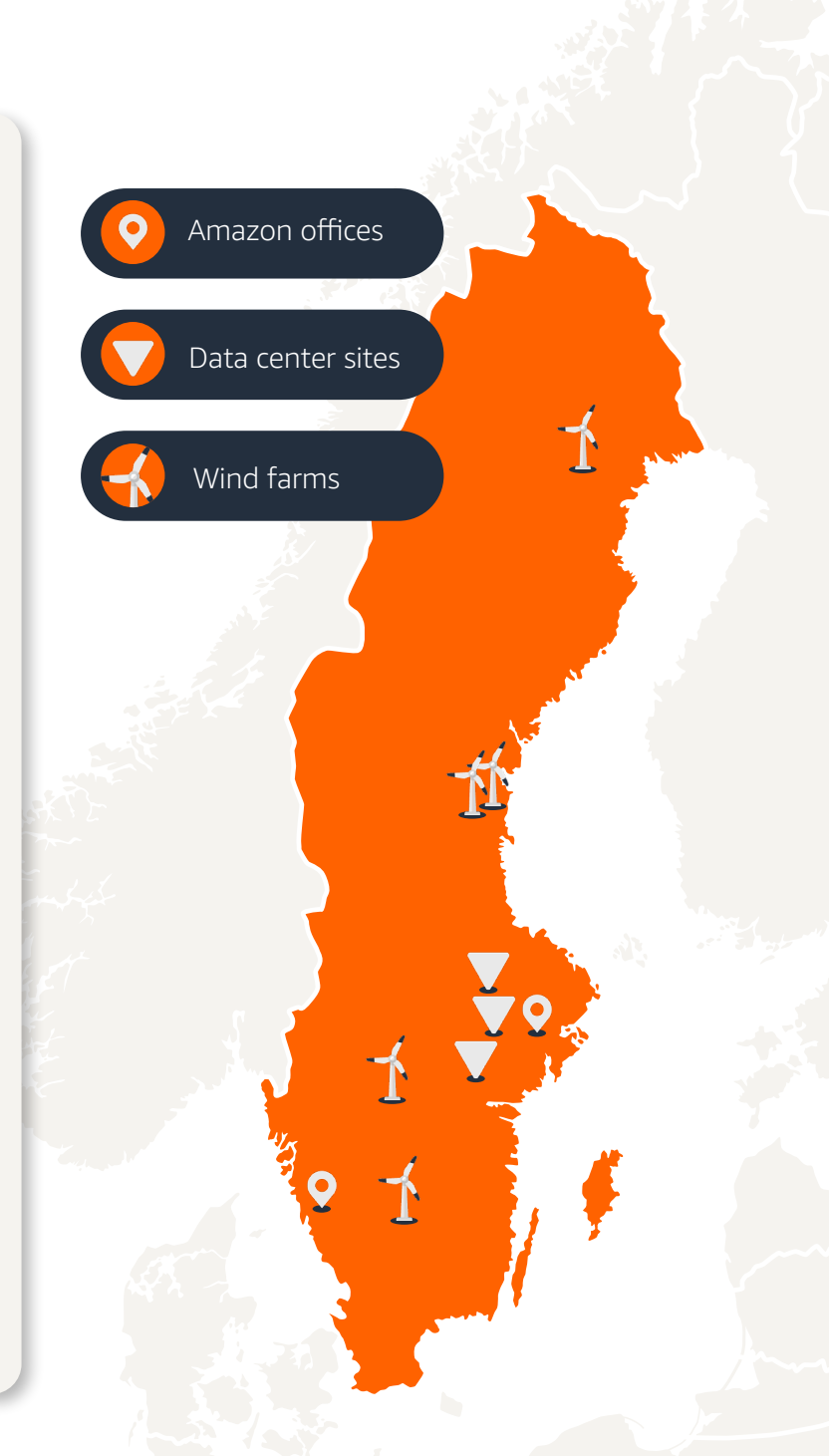
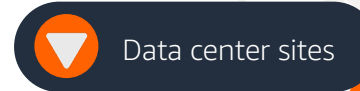
1,500 people

working in our corporate and operation sites.

AMAZON'S INVESTMENTS IN SWEDEN ARE ESTIMATED TO HAVE INDIRECTLY SUPPORTED

10,000+ jobs

including direct (employees and contractors), indirect (in areas like construction, logistics, and other professional services), induced jobs in the Swedish economy, and jobs created by SMBs selling on Amazon.





GDP

IN 2025

KEYSTONE ESTIMATES THAT AMAZON'S INVESTMENTS HAVE CONTRIBUTED MORE THAN

7 billion SEK to Sweden's GDP

OVER THE LAST 10 YEARS

KEYSTONE ESTIMATES THAT AMAZON'S INVESTMENTS HAVE CONTRIBUTED MORE THAN

24 billion SEK to Sweden's GDP

SINCE 2010

KEYSTONE ESTIMATES THAT EVERY KRONA INVESTED BY AMAZON IN SWEDEN GENERATED

0.65 SEK in value-added effects (GDP contributions)



SMB

IN 2025

More than 80%

of Swedish small and medium-sized businesses selling on Amazon exported to customers around the world.

SWEDISH SMALL AND MEDIUM-SIZED BUSINESSES SELLING ON AMAZON RECORDED

More than 2.6 billion SEK

in export sales in 2025.

TOP 5 EXPORT COUNTRIES FOR SWEDISH SMBS

-  **Germany**
-  **USA**
-  **France**
-  **Austria**
-  **Italy**



Cloud

SINCE 2017

AWS HAS TRAINED

60,000+ people in Sweden with cloud skills.

SINCE 2011

MORE THAN

2,400 Swedish startups have used AWS to build, launch, and scale their solutions.

1. Investment and economic impact figures have been estimated by Keystone Strategy, a third-party consultancy.
2. Figures converted from EUR to SEK using the 2025 average reference rate of 11.0619 (EUR/SEK).

SELLER STORIES

Everbrand Sweden solves everyday problems around the world

When Alexander Axelsson founded Everbrand Sweden in 2015, his goal was to build something of his own with full control over products and brands. Today, the company develops and sells practical, problem-solving products for the home, leisure, and automotive sectors.

The moisture absorber Torrbollen is perhaps one of the company's best-known brands, but Everbrand Sweden is also behind the ice-melting product IS-FRITT and several other practical solutions to everyday challenges.

While product development and manufacturing take place in Hillerstorp, Sweden, the company's products are now sold not only across Sweden but throughout much of Europe, with the United States next on the horizon.

Thinking about international expansion

The idea of expanding internationally through e-commerce had been on the table for some time, but it was only after the launch of Amazon.se that Alexander decided to take the leap. Since 2023, Everbrand Sweden's premium product Absodry by Torrbollen, an effective and stylish moisture absorber, has been available on Amazon.

"We wanted to establish a presence early, and through Amazon's marketplace we quickly gained access to a huge customer base."

Another reason Everbrand chose to join Amazon was demand from international retail chains.

"Many international retailers encouraged us to establish a presence on Amazon as well. Potential buyers can easily find product information and customer reviews there, and in that way Amazon also helps drive customers to physical stores."

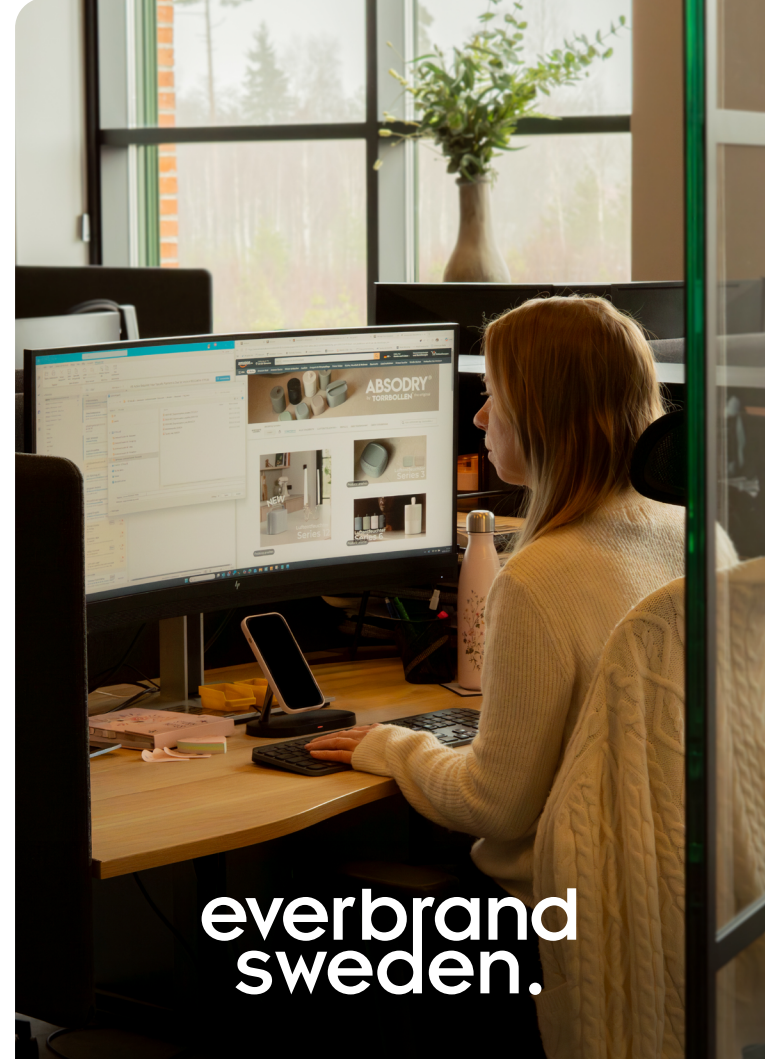
From Hillerstorp to the world

Everbrand Sweden's first expansion outside Sweden was into Germany, and today the company's products are available in several European countries. In just three years, Amazon sales have grown to 20 million SEK, representing a significant share of the company's total turnover of 120 million SEK.

"Amazon has been an important growth channel for us, especially within B2C, and the marketplace has helped us reach customers much faster than we could have through traditional retail."

In 2026, Absodry will also launch in the United States.

"With Amazon, we took the step from Hillerstorp to the global stage, and the marketplace will continue to play an important role in our future growth. We are particularly excited about launching in the United States, with strong potential ahead."



“ Amazon has been an important growth channel for us, especially within B2C, and the marketplace has helped us reach customers much faster than we could have through traditional retail. ”

Alexander Axelsson, Founder Everbrand Sweden

SELLER STORIES

Health Royals sets its sights on Europe

Ebba von Geijer, CEO and founder of Health Royals, left her career at a global corporation to focus on women's health. Now, her supplements are launching across Europe.

In the aftermath of the pandemic in 2022, Ebba was searching for supplements for herself and her family but struggled to find the level of quality she was looking for. That sparked the idea for a premium supplement brand built around high-quality ingredients, carefully curated formulations, and thoughtful design, with products beautiful enough to leave on display as a daily reminder to take them.

Concentrated goodness from nature

Later that same year, Health Royals was founded with a clear ambition: to raise the standard for supplements through evidence-based ingredients, thoughtful formulation, and a premium user experience.

The result is a range of innovative supplements developed to support hair, skin, and joint health while enhancing energy, focus, and overall wellbeing. Natural ingredients are combined with premium vitamins according to the principle of the right nutrients, in the right form, and in the right amount, all packaged in elegant glass jars with beautifully crafted wooden lids.

The concept was quickly embraced, and in 2024 Health Royals' first product was named Supplement of the Year by Swedish newspaper Aftonbladet.

From Feminvest to Amazon

At the same time, Ebba's commitment to supporting female entrepreneurship grew, and she began speaking publicly about building businesses, taking up space, and creating growth on your own terms.

In the spring of 2025, she attended an event hosted by the Feminvest network in Stockholm, where she learned about Amazon's Export Accelerator Program, an initiative designed to help female entrepreneurs expand internationally.

"When Amazon's David Zapolsky spoke about the low percentage of women-owned businesses on Amazon, despite women-led companies often being more profitable than those run by men, I felt both frustrated and curious."

Since August 2025, Health Royals products have been available on Amazon. Through the Export Accelerator Program, Ebba has also gained access to a coach who is supporting her expansion into European countries.

A launchpad into Europe

At the time of writing, Health Royals is launching in the UK, with plans to establish the brand in Germany as well.

"Amazon acts as a launchpad into Europe. This journey has only just begun," says Ebba, who also shares advice for other entrepreneurs considering international expansion through Amazon:

"Just go for it. Amazon may seem intimidatingly large, but I received a very personal welcome and incredibly valuable support. The tools are easy to use and the logistics are seamless. It is an affordable and reliable way to expand internationally."



Health Royals®

Continuing to champion female entrepreneurship

Alongside Health Royals' expansion, Ebba continues her work to support female entrepreneurship.

"Femwashing and the fact that only 1 percent of Sweden's venture capital goes to women are real challenges. I want to encourage female entrepreneurs to think bigger and build bigger. At the same time, my advice is to allow yourself the time it takes to build a solid foundation. That is how we create both sustainable businesses and a better work-life balance."



Cloud services, AI & infrastructure

Building and scaling with the cloud

Amazon Web Services (AWS) offers cloud computing that gives organizations instant access to computing power, data storage, and cutting-edge AI, without the cost and complexity of owning physical infrastructure. With over 200 services, AWS enables Swedish enterprises, startups, and public sector organizations to build, scale, and grow their businesses. By removing upfront infrastructure barriers, AWS lowers the cost of starting and expanding businesses, stimulates technological development, and drives economic growth.

VOLVO CARS STREAMLINES IN-VEHICLE SOFTWARE TESTING WITH AWS

Volvo Cars is building the next generation of software-defined vehicles, where continuous software updates improve safety and performance over time. To test the thousands of software changes made daily across its vehicle platform, Volvo Cars built a cloud-based testing environment on the AWS cloud using AWS Graviton processors. By matching the cloud infrastructure to the car's own chip architecture, engineers can run realistic software tests at scale without relying solely on expensive physical testing rigs. The result is faster development cycles, higher software quality, and quicker delivery of new features to drivers.

Enabling the startup community

Startups are at the core of what we do at AWS. Since 2011, more than 2,400 Swedish startups have used AWS to build, launch, and scale their solutions, supported through go-to-market services, technical assistance, and the AWS Activate program.

LOVABLE: A STOCKHOLM STARTUP RESHAPING GLOBAL SOFTWARE ECONOMICS

Lovable, the software creation platform, proves that world-changing AI companies can be built from Stockholm. Within its first year, this Swedish scaleup reached \$200M in annual recurring revenue (ARR) by enabling anyone to create production-ready web applications and sites, no coding experience required. Lovable-built applications draw more than 600 million visits per month.

By drastically lowering the cost and skill barrier to software creation, Lovable is enabling a new generation of entrepreneurs to bring ideas to reality faster and cheaper, reinforcing Stockholm's position as one of Europe's leading tech hubs, a city that per capita produces more billion-dollar startups than almost anywhere outside Silicon Valley.

Lovable leverages AWS services for AI inference at scale, backend services, and storage, collaborating tightly with AWS to push the boundaries of what AI services can achieve. This is a prime example of how AWS partners with startups through credits, go-to-market support, and advice, enabling Swedish companies to serve millions of users globally from day one.

Innovating with AI

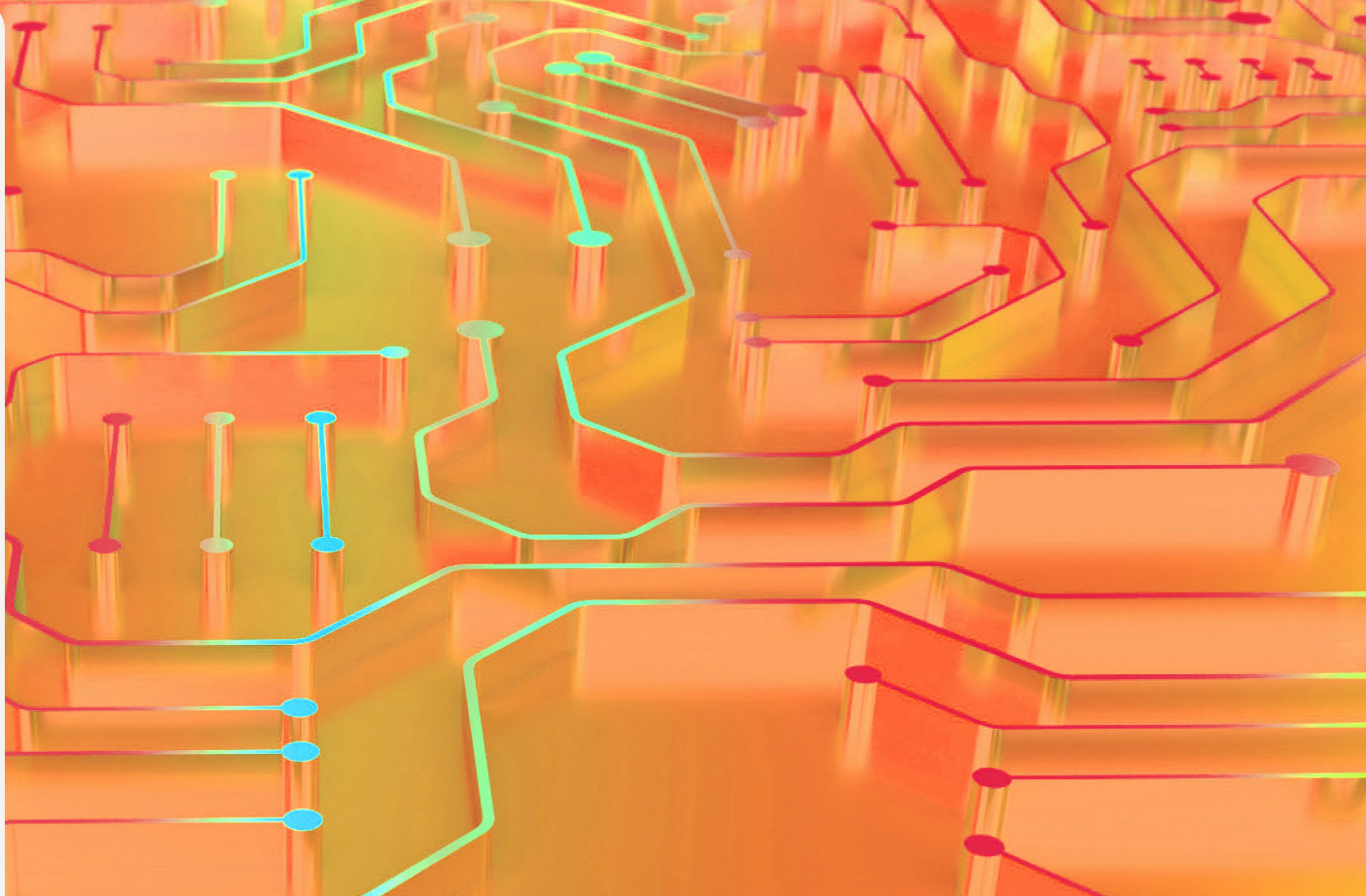
Artificial intelligence is rapidly transforming how businesses operate, compete, and create value. AWS offers a range of advanced AI services that put this technology within reach of any organization, regardless of size, from startups to public sector organizations to large enterprises. Sweden's public and private sector are using these services to drive efficiency, create new products, and compete globally.

DOMSTOLSVÄRKET USES AI AND VR TO TRAIN FUTURE JUDGES

Sweden's Courts Administration (Domstolsverket) developed DomSim, an AI-driven VR platform that is transforming how trainee judges prepare for the courtroom. Training opportunities for judges have traditionally been limited, yet the role demands the ability to manage complex, high-stakes situations. DomSim addresses this by using generative AI on Amazon Bedrock to create dynamic courtroom scenarios, allowing trainees to practice in a safe, immersive environment. Built in collaboration with the AWS Customer Engineering team, the solution went from concept to production in just 12 weeks. DomSim is now helping reshape how Sweden's future judges are trained in preparation for real courtroom challenges.

PAEBBL CREATES CARBON-NEGATIVE MATERIALS WITH AI

Co-founded by Marta Sjögren and Andreas Saari, Paebbl permanently converts CO₂ into carbon-negative building material, tackling cement's emissions problems. Its core technology accelerates a natural mineral carbonation process from millions of years to under two hours. Each ton of its first generation Supplementary Cementitious Material (Paebbl 200) stores around 200kg of CO₂ in stable rock. With a 2,500x scaleup achieved in three years and a first commercial plant targeted for 2028, Paebbl is moving fast. AWS is central to that speed. Paebbl uses AWS cloud and AI for simulation, modelling and digital twins of industrial equipment. AWS was also the first to pilot Paebbl's materials in a Spanish data center, making it both a technology partner and customer.



Developing custom chips for cloud and AI

AWS has invested years designing custom chips optimized for the cloud, available to Swedish customers. This investment helps us deliver the best price performance for a wide range of applications and workloads using AWS services. Our innovations include processors, machine learning chips, and high-performance storage products. For example AWS Graviton-based instances deliver up to 40% better price performance and use up to 60% less energy than comparable instances.

The infrastructure behind the cloud: our data centers

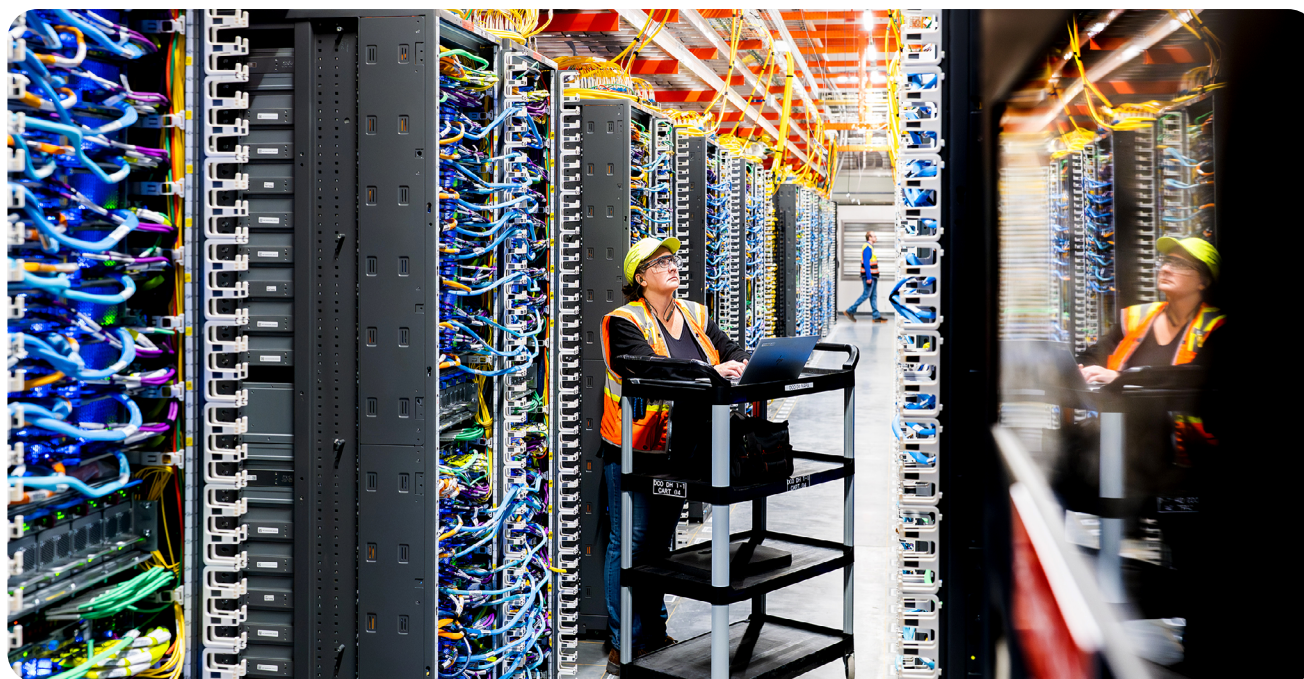
To power the cloud, AWS operates data centers. The AWS Europe (Stockholm) Region in Mälardalen launched in 2018 and consists of three clusters of data centers located in Eskilstuna, Katrineholm, and Västerås. As demand for cloud and AI services continues to grow, capacity will be added across all three locations. Our local infrastructure makes it possible for Swedish organizations to run applications and store data in Sweden, and access advanced technologies such as AI and analytics with low latency. Without data centers, there is no AI. Our AI infrastructure supports the Swedish government's ambition to become a world leader in AI, as set out in the national AI strategy.

FROM 2017-2025, AWS INVESTED MORE THAN

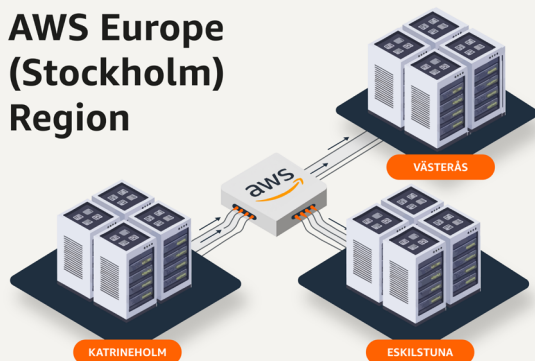
39 billion SEK,

including capital and operating expenditures, in association with the AWS Region in Sweden.*

*Exchange rate of \$1 USD: SEK 9.3018



AWS Europe (Stockholm) Region



Facts about our infrastructure:

- Using AWS cloud services is 3.3 times more energy efficient than running the same workloads on-premise
- More than 100kg of honey is produced each year from beehives on our sites
- AWS expanded all Swedish sites in 2024 – 2025 with newly constructed data centers now offering cloud and AI capacity for customers
- The length of the ski slope Vilstabacken was extended by 30 meters using landmasses from our construction in Eskilstuna
- Our Swedish sites were the first globally to transition to hydrotreated vegetable oil (HVO) to power backup generators
- Fossil-free steel was used when constructing our most recent data center in Västerås, made with SSAB's unique HYBRIT® technology

amazon Leo

& space industry

Investing in Sweden's space industry

Amazon Leo is Amazon's low Earth orbit satellite network designed to provide fast, reliable internet access to customers and communities beyond the reach of existing networks. With more than 3,000 satellites initially planned for low Earth orbit, Amazon Leo will deliver high-speed connectivity to homes, businesses, and organizations that lack access to traditional broadband infrastructure, whether due to geography or economics



LEARN MORE AT:
<https://leo.amazon.com/>

The Swedish engineering behind satellite dispenser systems

In Sweden, Amazon Leo's investment is anchored by its contract with Beyond Gravity, an industry-leading aerospace company headquartered in Zurich, Switzerland, with 12 sites in six countries, including Sweden. Beyond Gravity designs and manufactures the ultra-lightweight satellite dispenser system that deploys Amazon Leo satellites into orbit. This technology is critical to our mission: the innovative lightweight design maximizes the number of satellites we can launch at once, reducing costs and accelerating our timeline to bring connectivity to those who need it most.

When Amazon Leo's contract with Beyond Gravity was announced in 2022, it marked the single largest order in Beyond Gravity's history. To meet Amazon Leo's needs, Beyond Gravity expanded with a new state-of-the-art serial manufacturing facility in Linköping, equipped with smart, automated production tools that doubled the company's capacity for payload dispensers. These systems boast a 100% success rate and are compatible with all five launch vehicles in Amazon Leo's fleet, the largest commercial procurement of launch vehicles in history.



"The partnership with Amazon Leo has been a defining step in Beyond Gravity's transformation from a specialized supplier into an industrial partner for commercial space at scale. Our Linköping site is at the heart of this journey, combining decades of Swedish engineering heritage with a new generation of serial production capabilities. We are proud to contribute to Amazon's mission of connecting communities around the world."

Dr. Barbara Frei-Spreiter, CEO of Beyond Gravity



Economic impact of Amazon Leo in Sweden

According to Oxford Economics*, Amazon Leo's launch partners are expected to contribute a cumulative over 2 billion SEK to Swedish GDP and are expected to generate over 630 million SEK in tax revenues for the Swedish government between 2022 and 2029. The investment facilitated the construction of a new high-tech manufacturing facility equipped with smart and automated manufacturing tools, doubling Beyond Gravity's production capacity for payload dispensers. To support this increased production, Beyond Gravity will support an average of 70 additional jobs annually at its Linköping site.

*Figures converted from EUR to SEK using the 2025 average reference rate of 11.0619 (EUR/SEK).

prime video & local investments in Sweden

Prime Video first launched in Sweden in 2016 and introduced a fully localized service in 2021, investing in local productions from the very start. We partnered with some of Sweden's most well-known companies, including FLX, Nexiko and ITV, as well as independent producers such as Unlimited Stories, Meter Entertainment and Nordic Drama Queens, all contributing to a rich and diverse local catalog.

In 2022, we signed a multi-territory movie output deal with Nordisk Film, giving us access to a strong pipeline of Nordic movies across multiple countries. This deal came into effect at end of 2023 and significantly expanded our film catalog, including Swedish content. In 2023, we struck a landmark deal with Viaplay, licensing nine Viaplay Originals for the Nordics and securing the rights to broadcast the English Premier League in Sweden from the 2024/25 season. This brought many new titles to screen and aligned with our long-term strategy to make Prime Video a premier entertainment destination in the region. Most recently, we added a partnership with Scanbox Entertainment, further strengthening our content pipeline. Together, these partnerships have built a substantial local catalog.



Our first scripted series, *Toppen*, was launched in 2022. Produced by FLX, it was followed by a slate of series such as *Good Luck Guys* and *The Bridge*. This has accelerated our investment in original Swedish content. Local original titles include *Vaka*, produced by Unlimited Stories; *LOL: Skrattar bäst som skrattar sist*, produced by Meter Entertainment; and *Blindspår*, produced by Nordic Drama Queens. With another several Swedish projects currently in the pipeline or in production, our local slate continues to grow.

In Sweden alone, Prime Video has invested in over 120 local-language titles, around 90 movies and 30 TV shows, including six scripted series, 23 unscripted shows (of which eight are talent-led) through license deals and our own local original productions.

Amazon MGM Studios in Sweden: a case study in local investment

As part of Prime Video, Amazon MGM Studios is a key driver of our local content strategy. The studio operates a production hub in Stockholm, which has become a base for large-scale productions serving multiple countries. A prime example is *LOL: Last One Laughing*, which has been filmed at the Stockholm studio hub for four consecutive years, producing local versions for Sweden as well as Norway, Denmark, and the Netherlands. This is a major production project that provides employment in the Stockholm area for over an extensive period each year, underscoring the sustained economic contribution of our presence in Sweden.

In 2024, Amazon MGM Studios also filmed two original scripted productions in Sweden, *Blindspår* and *Vaka*. The two productions supported jobs across Sweden's economy and the impact reached far beyond the film set. Our investment supports not only crew and cast but also creates a ripple effect across Sweden's wider



service economy, from hospitality and transport to professional services and IT. Finally, with these investments, Prime Video also makes a significant contribution to developing talent in Sweden. Crew members are trained on set, and precisely because production shoots take place over multiple months and consecutive years, they get the opportunity to learn and grow extensively.

Looking ahead

With partnerships, the Stockholm studio hub, and direct Amazon MGM Studios investments, we are constantly evolving and improving our selection of great series and movies. We are reinforcing our ongoing commitment to local content in the Nordics, delighting customers with the finest Nordic storytelling while driving meaningful economic impact in the communities where we produce.

Strategic partnerships

Swedish innovation powers Amazon's global operations

Amazon's presence in Sweden goes beyond serving Swedish customers; the company is also a significant customer of Swedish industry. From electric transportation to advanced robotics and critical data center infrastructure, Amazon partners with Swedish companies whose innovations help drive our global operations forward.



Driving Swedish innovation forward with Piab

Piab is a global leader in smart vacuum automation and ergonomic lifting solutions, helping manufacturers and logistics companies automate complex industrial and warehouse operations. Through its Vacuum Automation and Lift Automation divisions, Piab develops technology that improves productivity, flexibility, and sustainability across global supply chains.

Together with Amazon, Piab is contributing to the next generation of robotics and automation in Sweden and globally. By combining advanced vacuum technology with robotics, the collaboration helps solve one of automation's biggest challenges: enabling robots to reliably pick, move, and stow a wide variety of products.

Piab's automation and lifting solutions also support more efficient logistics flows, optimized container handling, and reduced transportation needs, contributing to lower environmental impact.

The collaboration between Amazon and Piab demonstrates how Swedish industrial innovation and global-scale automation can work together to accelerate robotics development, drive continuous product innovation, and shape the future of intelligent logistics worldwide.



Accelerating zero-exhaust transportation with Volvo Trucks

Amazon and Volvo Trucks are setting the standard for zero-exhaust trucking solutions in Europe and the United States. In 2022, Amazon was among the first to deploy heavy-duty electric trucks with Volvo FH Electric trucks in Germany. In 2024, Amazon launched its largest fleet of heavy-duty electric trucks with Volvo VNR Electric trucks in California.

Driving progress is Volvo Trucks' promise to the transport industry and society. A key part of this is to make net-zero transport solutions a workable reality for everyone, with battery-electric trucks at the forefront. The next step for Volvo Trucks will be to introduce the new generation of electric trucks with improved performance, flexibility, and ranges up to 700 km on one charge. Volvo Trucks will also continue to leverage AWS cloud connectivity, enabling advanced data integration, digital services, and fleet optimization.

Volvo Trucks and Amazon are pushing to increase the pace of electrification in the transport industry and towards the target of net-zero emissions by 2040. This collaboration strengthens Swedish automotive innovation and competitiveness on a global stage. By working together as the best in our respective fields, we're already building confidence in the transport solutions of tomorrow.



Developing sustainable cooling solutions with Munters

Munters is a global leader in energy-efficient climate control and cooling solutions for mission-critical environments, helping data center operators manage growing thermal demands while improving performance and sustainability. Through a broad portfolio of air and liquid cooling technologies, Munters develops solutions that support reliable, scalable, and high-density digital infrastructure worldwide.

Together with AWS, Munters is contributing to the next generation of sustainable and high-performance datacenter infrastructure in Sweden and globally. By combining advanced cooling technologies with customer-adapted system design, the collaboration supports the rapid expansion of AI and cloud computing while helping reduce energy consumption and operational costs.

Munters' cooling solutions enable efficient thermal management for both traditional and AI-driven workloads, supporting lower environmental impact through optimized energy use, reduced water consumption, and highly efficient cooling operations.

The collaboration between AWS and Munters demonstrates how Swedish engineering expertise and global-scale digital infrastructure can work together to accelerate innovation, improve sustainability, and support the future growth of cloud and AI technologies worldwide.

A two-way economic relationship

These partnerships illustrate that Amazon's relationship with Sweden is not one-directional. Swedish companies, from global industrial leaders to innovative startups, export their products and expertise to Amazon's worldwide operations. Amazon's role as a customer of Swedish industry strengthens bilateral economic ties, supports Swedish jobs in manufacturing and technology, and helps Swedish companies scale their innovations globally.

Entrepreneurship & community

Amazon community initiatives

Amazon is committed to strengthening Sweden's entrepreneurial landscape and investing in the communities where it operates. Through partnerships with leading organizations, Amazon supports gender equality in business, youth entrepreneurship, digital skills development, and the growth of Swedish brands, reflecting a shared ambition to contribute to Sweden's long-term economic development.

Feminvest

FEMINVEST

Feminvest is the Nordic region's largest community for female entrepreneurs and investors. In 2025, Amazon and Feminvest launched the Amazon Expand Accelerator Program, a year-long initiative designed to address the gender gap in Swedish business, where 75 percent of companies are still led by men. The program provides selected female entrepreneurs with business coaching, logistics and brand-building support, and specialized guidance on scaling their businesses through digital marketplaces. Amazon's 2024 report "Entrepreneurship for All" confirmed that many of the barriers women face in traditional business environments are significantly reduced on digital marketplaces, making e-commerce a powerful equalizer. In April 2026, Amazon participated in the Feminvest Fearless Summit in Stockholm, sharing real seller success stories on stage, including Ebba from Health Royals. To date, the partnership has connected Amazon with several female entrepreneurial organizations and delivered events, one-to-one coaching, and networking opportunities.



A Member of JA Worldwide

UNG FÖRETAGSAMHET (UF)

Amazon supports Ung Företagsamhet (JA Sweden), the country's leading organization for youth entrepreneurship. Since 2025, Amazon has partnered with UF to invest in the next generation of entrepreneurs, innovators and future

business leaders through mentoring, jury participation at regional and national competitions, and a dedicated student pitch program. The partnership helps young people build practical entrepreneurial, digital and problem-solving skills, while encouraging innovation, creativity and confidence at an early stage. During the 2024/2025 school year, more than 40,000 Swedish students started their own companies through UF. The partnership also serves as a future seller pipeline: WAO Matcha, founded by Astrid Johansson as a UF student project, has grown to 1.4 million SEK in annual revenue, partly through sales on Amazon.



KODCENTRUM

Amazon collaborates with Kodcentrum to deliver inspiring robotics and coding workshops to schools in Eskilstuna, Katrineholm and Västerås. Through hands-on experiences, children get to try coding and learn how to become creative problem solvers. They also have a chance to learn how data centers and digital infrastructure work in practice. Beyond the workshops, Kodcentrum also organizes teacher trainings in Tangible coding, an analog coding method. Teachers use Tangible with their classes and get access to the materials needed. Schools can also participate in the Tangible World Cup, competing against schools from across the world. Together, Kodcentrum and Amazon have delivered Think Big days, annual workshops in schools during Nordic Data Center week, and teacher trainings in Tangible coding. More than 7,000 students have tried coding as a result of this collaboration.



Sustainability

A more sustainable future

Amazon is committed to building a more sustainable future in Sweden through environmental initiatives across carbon-free energy, water stewardship, innovative construction materials, and cloud efficiency.

The climate pledge

In 2019, Amazon co-founded The Climate Pledge with a goal to achieve net-zero carbon by 2040. Several leading Swedish companies have joined The Climate Pledge, including Airmee, Scania, and PostNord, while Amazon's Climate Pledge Fund has invested in Paebbl, a Swedish climate solutions company.

Carbon-free energy

Amazon has invested in five utility-scale wind farms in Sweden that will provide an estimated 786 MW of new carbon-free energy to the grid, enough energy to power the equivalent of more than 250,000 Swedish households annually.

Water stewardship

Amazon is collaborating with the Katrineholm Municipality and local water supply company Sörmland Vatten to create a new wetland in Stora Djulö opening in September 2026. The wetland will filter 439 million liters of water annually once completed and offer a new recreational area for the community.

More sustainable construction

Amazon has collaborated with Swedish steelmaker SSAB to incorporate fossil-free steel into one of our Swedish data centers constructed in 2025. This reduces the amount of embodied carbon across the data center lifecycle and exemplifies how Swedish innovation drives global change in more sustainable construction.

Sustainable packaging

Amazon in Europe has replaced single-use plastic bags and air pillows with 100% recyclable alternatives such as paper and cardboard, removing more than one billion plastic bags from its operations since 2019. All delivery packaging in Europe comes from suppliers using materials that are 100% recycled or independently certified to rigorous standards.



Looking to the future

Building what comes next, together

If the past fifteen years have shown what is possible when global technology meets local ambition, the next chapter will be defined by what we build together.

Sweden has set bold national goals for digitalization and AI adoption, goals that require not just ambition, but infrastructure, skills, and collaboration. We are committed to playing our part. AWS will continue to expand cloud and AI infrastructure in Sweden, giving businesses of all sizes access to the tools they need to innovate, compete, and grow. Our marketplace will keep opening doors for Swedish entrepreneurs to reach customers around the world. Through partnerships in space technology, creative production, and sustainability, we will continue to invest in the industries that define Sweden's future.

But technology alone is not enough. The real opportunity lies in people: in the entrepreneurs who are just getting started, in the engineers building the next generation of AI applications, and in the communities that benefit when investment creates jobs and opportunity beyond the major cities. That is why we will continue to invest in skills programs, entrepreneurship initiatives, and partnerships with organizations like Feminvest, Ung Företagsamhet, and Kodcentrum, because Sweden's future competitiveness depends on ensuring that everyone can participate in the digital economy.

We also recognize that growth must be sustainable. We remain committed to The Climate Pledge and our goal of net-zero carbon by 2040. In Sweden, that means continuing to invest in carbon-free energy, water stewardship, and energy-efficient infrastructure, ensuring that our growth contributes to Sweden's climate goals.

Our commitment is clear: we will continue to build in Sweden, invest in Sweden, and partner with Swedish businesses, institutions, and communities. Not as visitors, but as long-term partners, aligned with Sweden's ambitions and invested in its success.



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