KREATIV SEKTOR

UPDATED STATISTICS FOR THE SWEDISH CULTURAL AND CREATIVE INDUSTRIES

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The Swedish Creative Sector is an industrial policy cooperation consisting of The Swedish Games Industry, The Swedish Film & TV Producers, Musiksverige, The Swedish Publishers Association and The Swedish Association of Communication Agencies (dormant member).

This report is an independent feasibility study with the aim of submitting proposals for a sector-wide method for statistics on the revenue and contribution of the individual cultural and creative industries to the national economy and employment. The feasibility study is funded by the Ministry of Culture.

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Foreword

In his government policy statement last year, Prime Minister Ulf Kristersson stated that 'the government sees the cultural and creative industries as a new key industry in Sweden'. The figures in this report strongly support that view. The analysis shows that the cultural and creative industries currently have a revenue of SEK 650 billion and employ almost 250,000 people.

A year ago, the Minister of Culture Parisa Liljestrand presented a ten-year strategy for businesses in the cultural and creative industries. The strategy states that 'The cultural and creative industries have become an increasingly important part of the business community and labour market, in Sweden, across the EU, and globally. The creative industries are responsible for exports that shape the image of Sweden, build up national intellectual capital, contribute to regional development and create new jobs. These industries are largely made up of companies that, with the right conditions, can expand further through digitalisation and globalisation.

The new strategy was welcomed by The Swedish Creative Sector and other industry stakeholders when it was presented. The promotion of cultural and creative industries involves many different policy areas and often requires customised solutions. A successful strategy fosters sustainability, efficiency and coordination.

One of the strategy's six objectives is to establish reliable, national-level statistics. Recognising the unique value that creative businesses bring to the economy has been crucial to national efforts efforts to promote and develop the cultural and creative industries. Access to relevant figures is also necessary for public actors and other stakeholders to make informed decisions about interventions and tracking their impact.

This study is an important first step towards achieving this goal.

Now the work needs to continue in other areas of the strategy, including initiatives related to copyright and innovation, as well as investments in skills development, capital access, and exports.

The Swedish Creative Sector looks forward to continuing its active contribution to the development of the cultural and creative industries. The potential is clear – now is the time to step up the pace and work together effectively to realise Sweden's vision of a leading position by 2033.

Mars 31, 2025

Johan Holmer
Chairman of the board, The Swedish Creative Sector

Key Figures

SEK 650 BILLION
REVENUE

250,000
EMPLOYED

of which

188,000 employed in limited companies

15,000 in associations, foundations & partnerships

45,000 freelancers

140,000
BUSINESSES

of which

48,000 limited companies

78,000 sole traders

18,000 associations, foundations & partnerships

How CCI is Hidden in the Official Statistics

This report summarises the work undertaken to produce updated statistics for the Culture and Creative Industries (CCI) in Sweden. Some of its content and classifications are based on national models, but most of them have an international or European equivalent. The Swedish SNI-system is based on NACE codes coordinated by Eurostat. These are similar to the NAICS in North America and the UN standard ISIC.

In the current statistical classification system CCI disappears in aggregated data. The industry specific codes for CCI exist in 7 of the 22 top-sections, which means that traditional statistical tools and models can't aggregate relevant data for the creative industries. This omission also excludes important businesses registered primarily in other fields, an issue discussed later in this report.

If not stated otherwise, the data in this report are based on annual reports for 2023. Financials are reported in Swedish Krona SEK. In 2023 1 Euro was SEK 11.47652, 1 USD was SEK 10.61284 and 1 GBP was SEK 13.19785 based on annual averages from the Swedish central bank The Riksbank.

C Manufacturing	G Wholesale and retail trade	J Information and communication	M Professional, scientific and technical activities	N Administrative and support service activities	P Education	R Arts, entertainment and recreation
Handicraft	Fashion	Literature	Advertising & Communication	Film & TV	Performing arts	Performing arts
Fashion	Furniture	Press & Radio	Architecture			Artistic creation
Press & Radio	Music	Video games	Design			Literature
Literature	Literature	Film & TV	Photography			Archives, Heritage & Museums
Furniture	Press & Radio	Music	Literature			
Music	Art		Film & TV			

Overview of the 7 sections in NACE Rev.2 where 5-digit codes for cultural and creative industries are found. In total CCI are represented in 93 of the 821 5-digit codes in the SNI system.

Summary

The cultural and creative industries create great value for the Swedish economy and contribute significantly to the country's growth, exports and employment. The impact of Swedish culture and creativity ripples across the world, not just financially but also by reaching people's hearts and minds. They add flair, style and beauty, defining the image of Sweden and shaping the future.

A SUMMARY OF THE SWEDISH CULTURAL AND CREATIVE INDUSTRIES IN 2023:

- Cultural and creative industries consisted of more than **140,000 businesses**, employed almost **250,000 people** and generated a total revenue (net sales) of over SEK **650 billion** in 2023
- The more than **140,000** businesses can be divided into almost **48,000 limited companies**, **78,000 sole traders** and **18,000 legal entities** in other corporate forms such as non-profit or economic associations, foundations and partnerships.
- The total revenue of limited companies was SEK **607 billion** over the year. In addition, there was an estimated SEK **16 billion** of revenue from sole traders and SEK **30 billion** from other legal entities.
- In total, **188,000 people** were employed in a limited company within the sectors. In addition to these, almost **45,000 people** were active sole traders with reported turnover and an estimated **15,000 people** were employed in associations or other forms of companies. This is confirmed in data from the Swedish Standard Classification of Occupations (SSYK), which shows that just over **196,000 people** have their main employment within the cultural and creative industries, of which **150,000** are in the private sector.
- These are industries with large intangible assets. The value of these was reported to be SEK **20 billion** in 2023.
- The majority of companies are profitable, and in total they contributed almost **eight billion** in corporate tax to the national treasury in 2023.
- The average revenue per employee in the sectors was SEK **2.6 million**. This varies greatly between different types of companies and sectors. Sole traders in the sectors have an average annual turnover of SEK **360,000**.

Continued work on statistics for the cultural and creative industries should take place regularly over a long period of time. We therefore propose that an annual report with updated analysis and economic key figures be developed and produced, with the selection and quality assurance taking place in consultation with relevant industry stakeholders.

Furthermore, a clear and long-term mandate is needed for the statistical authorities to produce and maintain data on the sector. This work should be led by a government agency with a clear mandate as coordinator and commissioner of these statistics.

In order to more accurately capture the breadth and content of the cultural and creative industries, we propose that the work continue to be based on a method where statistical classifications are supplemented with a manual selection, collected in a database based on sectoral knowledge and detailed information about the companies' activities.

Background

Creating updated statistics for cultural and creative industries eight years after the *Kreametern* report.

No government agency has an explicit mandate[1] for the cultural and creative industries, CCIs, or to compile and report on their key figures. This report aims to fulfil prerequisites to meet the National Strategy objective of having reliable and relevant national statistics on the economic values of the cultural and creative industries. Recognising the unique values that creative businesses contribute to the national economy has been crucial to countries' efforts to promote and develop the cultural and creative industries. Access to relevant figures is also essential to enable public and other stakeholders to make informed decisions about interventions and evaluate their impact. Relevant statistics are often requested by the Government Offices, government inquiries, authorities, regions, educational institutions and the industries themselves.

Already at the time of publishing the *Kreametern* (2017) report, it was noted by the authors that the report lacked important data needed to fairly illustrate the CCIs. The international industrial classification on which Swedish official statistics are based is inadequate for the cultural and creative industries. The Swedish SNI code standard is based on the European NACE system, which in turn is based on the UN ISIC. The CCIs area cuts across several divisions of traditional industries and the system would need to be fundamentally reformed in order to include and fairly represent CCIs in the official statistics. In the absence of this, a manual effort is required to produce relevant summaries from existing systems and an increased knowledge of the activities in the field. The fact that the current industrial classification is not sufficient for CCI was highlighted in the *Creative Sweden* inquiry, it was confirmed in the consultation response Statistics Sweden gave to the report, and is one of the reasons why this report is being produced. There were no satisfactory statistics on cultural and creative industries. The key figures in this report are therefore based on the companies and the financial key figures presented in annual reports and other publicly published documents. The figures are presented at constant prices. The report focuses on small and medium-sized enterprises in the cultural and creative industries, the values they collectively generate and the commercial conditions of these industries.

The starting point of this report is the delimitations made in *Kreametern*, which means that the industries included are essentially the same. By basing the sample on a company index instead of statistical codes, the sample has to a greater extent included companies with actual operations in the sectors and the data has been quality assured. This model can be further developed and refined over time, advantageously in parallel with the improvement of the SNI code system nationally and the initiation of long-term work ahead of the next major international revision.

In a review and attempt to recreate *Kreametern*'s key figures, it proved difficult to obtain corresponding control data from the statistical authorities. The models used by Statistics Sweden, for example, have changed over time and not even the comparative figures for 2010–2015 used for *Kreametern* are the same today. This makes it more difficult to compare the key figures in a correct and relevant way, and a review of this development should therefore be seen only as a historical perspective and not as a current reference point.

[1] The *Creative Sweden* inquiry proposed a shared and alternating responsibility for CCI between different ministries, where the Minister for Energy, Business and Industry and the Minister for Culture and their respective authorities would both be involved in the issues, but where the ultimate responsibility would alternate between even and odd years. While a good idea, it poses major statistical challenges.

KREAMETERN

The report *Kreametern – A Guide to Swedish Statistics for Cultural and Creative Industries* was first published in 2017 by the Swedish Agency for Economic and Regional Growth. It was commissioned by the Swedish Government and produced in collaboration between the Swedish Agency for Economic and Regional Growth, the Swedish Agency for Cultural Policy Analysis, the Swedish Agency for Growth Policy Analysis, the Swedish Arts Council and Statistics Sweden. It includes interviews with regional and sector-specific representatives who highlight challenges and comment on the statistics. The reference group includes the City of Stockholm, Volante Research, Stockholm County Council, Region Skåne, The Swedish Film & TV Producers, the Swedish Games Industry, Musiksverige, Region Norrbotten/Creative Consulting and Region Västra Götaland. The data presented in the report covers the years 2010–2015.

There are two other reports within *Kreametern*, an analysis report and a methodology report, both published in 2018 and containing data from 2016. The reports are a result of a government decision from 2017 that extended the assignment with continued development and deepening of statistics for the CCI.

Kreametern explains how the official national statistics on cultural and creative industries from an economic perspective can be used and provides a comprehensive overview of cultural and creative industries in Sweden – their economic contribution, employment and regional distributions.

The report is based on SNI codes. The analysis report shows how growth in the CCIs is taking place at regional level and highlights the need for long-term development of national statistics to better understand and support the sector. A key section of the report shows how CCIs contribute to Sweden's GDP through the companies' total value added.

In *Kreametern*, the industries were divided into nine main groups and 21 sub-industries based on how the SNI codes were written. The division was as follows:

- **Architecture**
  Architecture
- **Audiovisual**
  Audiovisual storage media
  Video games
  Film & TV
  Radio
- **Visual arts**
  Art
  Design
  Photography
- **Cultural heritage**
  Archives
  Museums
  Historical and archaeological sites
- **Literature & Press**
  Press
  Uncategorised
  Literature
  Libraries
- **Artistic creation**
  Artistic creation
- **Fashion**
  Fashion
- **Advertising**
  Advertising
- **Performing arts**
  Music
  Cultural education
  Performing arts

From the outset, *Kreametern* points out the shortcomings in the categorisations of the SNI code categorisation. The report notes that this results in overly broad generalisations for some industries and incomplete data for others. This is particularly true for self-employed entrepreneurs, companies using multiple codes and, and businesses registered under the SNI codes of other industries. For example, SNI code *90.030 Artistic creation* includes sculptors, painters, performing artists, musicians, cartoonists, writers and freelance journalists, which makes the group's statistics difficult to capture. *Kreametern* also recognises the difficulties in measuring CCI. For example, intangible assets and rights are not always visible in the statistics. Intangible assets exist as ideas, services and copyrights, which are common in the game and music industries, among others. The report also highlights some shortcomings in the statistics, such as measurements excluding new digital and technological parts of the sector – for example Spotify and several game companies as these are not registered under any of the included SNI codes.

DEFINITIONS AND SAMPLE SELECTION

Kreametern focused on defining the creative and cultural industries and identifying the relevant SNI codes in order to gather a comprehensive portion of these actors in the data. The categorisation was largely based on available SNI codes with Architecture, Audiovisual, Visual arts, Literature & Press, Artistic creation, Fashion, Advertising and Performing arts as the main defined categories. This meant that music, for example, was divided into several different fields, radio and video games were placed in the same category while the book industry and journalism shared another.

The government in its parliamentary letter *2023/24:111, Strategy for companies in cultural and creative industries*[2] mentions a greater breadth of industries than was presented in *Kreametern*, including furniture and various handicrafts, among others. These are also mentioned in the *Creative Sweden!*[3] Inquiry report from 2022.

As mentioned earlier, this report retains the delimitations of industries, but a reviewed selection of SNI codes based on a deeper analysis of the companies in the mentioned fields has been compiled. A comparison with the key figures from *Kreametern* is included in the analysis material.

The work process has involved surveying which SNI codes have been used in various documents to define economic key figures for the cultural and creative industries. This research has included *Kreametern*, the Guide to Eurostat culture statistics, the Regional Collaboration South Sweden's statistical report from 2022[4] and the various industries' own reports.

Some adjustments have been applied to the selection of SNI codes compared to those in *Kreametern*. SNI code *58.120 Publishing of catalogues* and mailing lists has been completely removed as none of the eight active companies listed under this code had a clear connection to CCI. The same assessment was also made in the work by Regional Collaboration South Sweden.

Furthermore, a couple of SNI codes, such as *74.300 Translation and interpretation activities* and *47.630 Retail sale of music and video recordings in specialised stores*, have been split between several categories. Searches have also been made in the code *63.110 Data processing, hosting and related activities* to identify digital platforms related to the cultural and creative industries.

The categorisation of companies and SNI codes into sub-sectors has been updated to better reflect the activities they cover. A full list of the SNI codes included and the industry to which they have been assigned can be found in the appendix at the end of this report.

This report does not provide a complete overview of furniture, design, handicrafts, and arts and crafts. This is mainly due to a need for demarcation and the fact that they were not included in the preparatory work done for *Kreametern*. The wood and furniture industry was not included in *Kreametern*'s selection, but is mentioned by both the government in *Creative Sweden!* and in Regional Collaboration South Sweden's report on the sector. At the SNI code level, companies in the wood and furniture industry are usually included in the manufacturing industry (SNI divisions *10–33*) rather

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[2] From the parliamentary letter: *'The cultural and creative industries and companies include a range of businesses and activities, such as architecture, archives, artistry, libraries, image, visual arts, building conservation, circus, dance, computer games, festivals, film, form and design, photography, writing, publishing, galleries, graphic design, crafts, illustration, interior design, installations, journalism, communication, arts and crafts, cultural heritage, cultural environments, cultural tourism, literature, media, fashion, museums, music, furniture, advertising, performing arts, comics, sculpture, crafts, blacksmithing, textiles, copyright management, and a wide range of digital artistic expressions and cultural tools such as AI (Artificial Intelligence), AR (Augmented Reality) and VR (Virtual Reality).'*

[3] *Creative Sweden! National strategy to promote sustainable development in cultural and creative industries (SOU 2022:44)* mentions the following cultural and creative industries: *'AI solutions in culture, architecture, archives, AR solutions in culture, artistry, audiovisual, libraries, art, visual arts, building conservation, books, circus, dance, computer game development, computer game programming, design, digital image production, digital culture, digital art, festivals, film, design, photography, writing, publishing, galleries, graphic design, handicrafts, illustration, interior design, installations, interaction design, journalism, communication, arts and crafts, cultural heritage, cultural festivals, cultural environments, cultural tourism, media, fashion, museums, music, furniture, podcasts, literature, radio, advertising, performing arts, comics, sculptural arts, spoken word, blacksmithing, theatre, drawing, television, textiles, newspapers, magazines, copyright management, visual effects, VR solutions in culture.'*

[4] *Regional Collaboration South Sweden Cultural and creative industries* (2022) produced by Region Skåne

INCLUDED INDUSTRIES

- Architecture
- Archives, Heritage & Museums
- Video games
- Design
- Film & TV
- Photography
- Art
- Handicraft
- Literature
- Artistic creation
- Fashion
- Music
- Furniture
- Press & Radio
- Advertising & Communication
- Performing arts

than the creative sector, even though innovation and design are important components. In this report, the SNI codes that are linked to furniture manufacturing and which are also found in Regional Collaboration South Sweden's report are included. In addition, the codes for kitchen fittings used in reports from both Design Industry and the Swedish Federation of Wood and Furniture Industry are included, as well as two codes for specialised retail trade linked to furniture. Some furniture-related enterprises are also found under the design codes. As none of the reports cover the whole value chain of the furniture industry – from design to manufacturing and sales – the sample should be updated and evaluated in the future in consultation with those active in the field.

The definitions of design, crafts and handicrafts vary in different sources and should be formally reviewed and revised. Some companies and actors in these areas are found in the broader industry codes *Artistic creation*, *Image & Form* and *Design*, but the data is not comprehensive. This report includes SNI codes for crafts based on the codes used by the Swedish Agency for Cultural Policy Analysis in several of its reports – including blacksmithing, jewellery, glass and ceramics. It should be noted that many of those working in crafts are difficult to identify as their primary activity is often outside the cultural and creative industries. In addition, this report does not include any SNI codes in the crafts trade, which means that the value of crafts is likely underestimated. The sample from the Swedish Agency for Cultural Policy Analysis also forms the basis for the inclusion of crafts in the mapping of Swedish occupational classification codes (SSYK), which means that we have been able to capture a larger proportion of professional craftsmen.

In the Regional Collaboration South Sweden report, for example, SNI codes for zoos and theme parks were also included, which in this report is deemed closer to tourism, which is not included in the Government's strategy nor the *Creative Sweden!* report.

Key figures about audiences and markets have not been included in the work of the report. This means that there is no estimate or assessment of how large the Swedish cultural and creative industries are in relation to their audiences and markets. Some industries use market data tools to make their own assessments. One such example is mentioned in the film report[5] where the streaming market for Film & TV in Sweden is estimated at SEK 9.1 billion. There are also examples of proprietary data tools, for example Danscentrum's (membership organisation of independent professional Swedish dance artists) audience tool, which is used to gather audience statistics for funders and commissioners, but also as a measurement tool for estimating the size of the industry. These tools share the purpose of providing data directly to creators instead of being limited to platform owners.

[5] *Page 252: SOU 2025:24 The film report – reforms for a stronger film nation*

Updated Method

The report uses the companies' financial statements as a basis for data and quality assurance through industry knowledge as a basis for updated statistics and method development.

Kreametern collects statistics on companies through a selection process based mainly on the SNI codes provided by the companies. The *Kreameter* methodology report, as well as the methodology reports in most of the industry's own statistical reports, mentions shortcomings in SNI code categorisation. A company may be linked to several different SNI codes, and it can be difficult to determine which codes are actually relevant to the economic activity based solely on the financial statements. Some companies do not specify the code for which the activity originates, and in other examples, different companies with the same core business may use different SNI codes based on their respective interpretations of the SNI categories. In some cases, entrepreneurs have also had their codes changed without their knowledge.

The limited selection of SNI codes, combined with the broad scope for interpretation, creates poor conditions for accurate categorisation and large margins of error when the human factor ultimately determines the accuracy of the selection. In some cases, industry organisations use the SNI code system, either fully or to a limited extent, as part of their own selection processes to simplify the collection of industry statistics. In many cases, manual adjustments are made to improve the quality of the statistics, based on the industry organisations' own definitions. This is done, for example, by defining which SNI codes are considered relevant to the larger industry, excluding companies at the individual level whose SNI registration does not reflect their actual activities, or conversely, including companies with relevant activities that do not have the correct SNI code.

In order to collect data and present statistics that accurately reflect actual economic developments in accordance with industry practices and established definitions, a more manual approach is required. The creative and cultural industries are complex and shifting in nature. The selection process must be informed, if not guided, by parties with insight into the nature and scope of the industries.

With a robust selection process that accounts for the specific activities of the companies, a model can be designed that categorically collects and indexes companies at the individual level and applies appropriate key variables based on publicly available data and key figures. This model results in a database of methodically selected companies that, to the extent possible, have been evaluated and categorised in accordance with the industries' own definitions. It is based on the public business reports that are reviewed by the Swedish Companies Registration Office.

The drawback of this model, apart from the demanding maintenance and the challenges of continuously seeking consensus between the parties involved in the selection process, is that the final data cannot be compared on the same terms as international statistics based on traditional industry classification. Business reports and national accounts are based on different concepts with values that can distinguish them from each other[6], and a major limitation of using business reports as a basis is the difficulty in correctly translating

[6] See *Regulation of the European parliament and of the council on the European system of national and regional accounts in the European Union* (Ens 2010) – (Appendix A – Chapter 21).

the value added into base prices and incorporating the values from product taxes. This also means that the share of GDP accounted for by the industries can not be accurately estimated based solely on this model. Therefore, statistics for the cultural and creative industries will continue to be compiled from two sources: partly through companies' financial key figures and industry-specific cooperation, and partly through long-term improvement work within the framework of the SNI code system.

HOW WE CREATE DATA USING A COMPANY DATABASE

In order to expose the companies behind the figures, a database was created as part of this preliminary study. The database largely covers companies within the industries defined by *Kreametern*. The starting point was limited companies registered under SNI codes, supplemented by a manual review of the largest companies in each industry.

A large proportion of companies operate in more than one CCI area. Approximately 17% of the limited companies were registered under at least two CCI-related SNI codes, indicating a wide range and overlap between different activities. In the results presented, their key figures are attributed to the highest ranked SNI code specified unless manually moved to another category during the review process.

This list is then processed through the following steps:

1. Reviewing the companies' relevance to their respective industries based on secondary SNI codes.
2. Reviewing the largest companies with primary SNI codes within CCI and verification that their operations are within the creative industries.
3. Adding CCI companies discovered through research, via the respective industry organisations and reports, which lacked relevant SNI codes.
4. Excluding companies that demonstrably operate outside the creative industries.
5. Separating company groups to avoid duplicate counts of financial activities.

The analysis has been supplemented with a survey of the separate industry report contents and statistical methodologies in order to obtain key figures within each industry. In a few cases, the industries' self-reported margins of error against the SNI code data have been used to better shape the selection.

From this, key figures such as revenue, number of employees, number of companies, added value, and the companies' contributions in the form of corporate tax, employer contributions, and other economic parameters have been highlighted. These key figures are presented later in this report.

ENSURING THE SELECTION

In order to identify missing values from the *Kreameter* sample, an extended search was conducted on more SNI code levels than the highest ranked in the company registers. With the help of a third-party service, extracts were made of all active limited companies registered under one or more of the relevant SNI codes, totalling almost 73,000 limited companies. The extracts were filtered for active limited companies based in Sweden that had at least one registered SNI code of the 93 defined within CCI, regardless of ranking. Any company group connections were ignored, as were consolidated accounts, in order to avoid unrelated company activities and eliminate potential double counting of key figures.

Data was collected about the number of employees and operating profit before depreciation (EBITDA), net sales, costs related to research and development (R&D), own work capitalised, personnel costs, depreciation, operating profit (EBIT), profit after financial items, tax paid, social security contributions, balance sheet information relating to patents and licences, intangible fixed assets, gender distribution in the company board, company information such as a description of operations, registered SNI codes in order of priority, the main business sector (division and group), parent company, establishment date, registered office and visiting address, and statements regarding the start date of the financial year, the date on which the latest annual report was submitted and the currency used in financial documents.

According to the data, over 50,000 companies, just under 70%, have specified their main activity within CCI. This is an increase from both 2021 (44,000 limited companies) and 2022 (41,000 limited companies) when comparing with the extracts from Statistics Sweden based on the SNI codes in *Kreametern*.

Just over 19% of the companies are linked to CCI through their second SNI code, and just over 7% through their third ranked SNI code. Almost 2,700 of the selected companies were registered under an SNI code with lower priority. The data contains companies with up to fourteen different SNI codes registered.

The companies in the combined company database were further screened to increase the accuracy of the data by reviewing companies with particularly high revenue and low-ranked CCI-relevant SNI codes, thereby eliminating major sources of error.

- The companies were filtered into four groups depending on the ranking of their CCI-related SNI code in the register, up to and including a fourth rank.
- In each group, a manual quality review of each SNI code link was carried out by reviewing the included companies to ensure that their activities were demonstrably linked to one or more cultural and creative industries.
- The manual quality review was based on online research of each company, combined with industry knowledge, and the companies own stated business descriptions.
- Companies with high revenue were prioritised in the manual filtering, as well as those with a high-ranked CCI-related SNI code.
- Based on the quality review, the data was then used to determine the proportion of each group to be included in the total key figures. Proportions were calculated for revenue, number of companies and number of employees.
- Of the included results, 8% of the companies, 62% of the employees and 79% of the total revenue have been subject to manual quality control.
- A table of percentages used to extract key figures from the unreviewed sample can be found at the end of this report.
- It should be noted that these are not sufficient for general use for individual SNI codes, but only for the entire sample. On an individual SNI code level, there are significant differences in relevance for the industries, and further analysis of this should be carried out in future work.

Any obvious misclassifications between different industries were adjusted on an ongoing basis as part of the quality review. Examples of this include video game companies registered with literature as their highest ranked SNI code and art galleries incorrectly registered as fashion companies.

It is generally known that many companies in the cultural and creative industries, for various reasons, use SNI codes that do not reflect their role or relevance in the industry in which they operate, as was highlighted in the *Kreametern* report. In order to correct these values, the method has been supplemented with a keyword-based selection to identify companies that individually belong to a cultural or creative industry but fall within an SNI category that lies outside of CCI. The keyword-based selection has also been used on CCI included SNI codes to more easily exclude activities outside the cultural and creative industries. The keyword searches were applied to the companies' business descriptions and used to:

- Exclude pure interpretation activities and separate the translation of literature from the translation of film in SNI code *74.300 Translation and interpretation activities*.
- Identify any CCI-relevant companies within *63.120 Web portals* and in *47.622 Retail sale of stationery in specialised stores*. These two codes were included in the *Kreameter* and Region Skåne reports, but have not been included in this report as their relevance was deemed too low.
- To identify CCI-relevant companies with primary SNI code *63.110 Data processing, hosting and related activities*. In total, the included data from this code covers 40 companies with a revenue of SEK 93.3 billion, including Spotify, Storytel and Acast.
- To distribute the companies within SNI code *47.630 Retail sale of music and video recordings in specialised stores* between the Music and Film & TV industries.
- To accurately categorise printing companies among the different industry categories Design, Literature and Press & Radio.

A number of companies that are not covered by the SNI codes but belong to one or more cultural and creative industries are known to their respective trade organisations and could therefore be added manually to the database with equivalent data extracts from the financial year. As an example, the Swedish Games Industry identified 266 limited companies that were outside the original selection because they were not registered within the SNI code selection, but which had been individually verified over the past twelve months. These included EA Digital Illusions CE AB, which is one of the largest companies in the Swedish games industry but is registered under SNI code *62.010 Computer programming activities*.

Similarly granular industry insights were also useful for filtering out companies that incorrectly use CCI-linked SNI codes. For example, casino companies that use SNI code *58.210 Publishing of computer games*, which is included in CCI, instead of the more appropriate *92.000 Gambling and betting activities*, which is not included in the SNI code selection for CCI.

Limitations and restrictions

The company database is based on limited companies. This is supplemented in the report with an analysis of SSYK (Swedish ISCO) codes to survey employees and professionals in professions related to the cultural and creative industries. The database has also been supplemented with an extract and review of individual businesses, as well as a brief review of activities in other legal entities. It has not been possible to report the financial key figures separately within the scope of this work, and the other legal forms include, for example, non-profit associations that are important for many practitioners in the field.

It should also be noted that sales and distribution activities have been treated differently depending on the industry, based on the considerations made within *Kreametern* and in the respective industry's reports. For example, the fashion industry includes a large retail sector, while the retail of video games is largely omitted. There are also key services for several creative industries that could not be included in the key figures in this initial work. These include, among others, audiobook production companies and literary agencies.

Internationalisation and Exports

The cultural and creative industries shape Sweden's image, whether it is the music miracle, Swedish Noir or flat-pack furniture. They also generate significant export revenues for Sweden, but despite this, it is still difficult to capture exports in the statistics.

There are still several challenges when it comes to measuring service exports or digital exports. The methodology for producing export statistics differs somewhat from industry to industry, and cross-national statistics do not provide a reliable picture of the cultural and creative industries' net trade in services.

Different industries measure export figures to varying degrees and according to their capabilities. The Swedish Federation of Wood and Furniture Industry estimated that exports of furniture amounted to SEK 22.5 billion in 2022. The Swedish fashion report *Swedish Fashion 2024* estimates that the fashion exports in 2023 totalled SEK 42 billion, of which just over 75% was clothing and the remainder footwear. The report *The Art Industry in Figures* from 2024 states that the reported exports for art dealers and galleries up to October 2023 amounted to SEK 367 million in fixed prices. Music and video games are mainly exported as services, with the games industry estimating that nearly 100% of all released games are exported. In the report *The Music Industry in Figures* from 2024, music exports are estimated to total 5.4 billion Swedish kronor.

Statistics Sweden measures the country's total foreign service trade, broken down into 27 service types, and presents the directions of trade: exports, imports and the net of the two. Statistics Sweden's quality declaration for statistics on foreign trade in services points out the lack of a register of all foreign transactions from which data could have been collected. Instead, estimates are made based on a sample of companies from Statistics Sweden's business register that are assumed to engage in any form of trade in services with foreign countries. The in-depth report *Statistics Production (StaF) – Foreign Trade in Services* shows that the latest statistics presented in 2024 was based on a sample of 540 legal entities, of which 371 were companies. Various indicators were used to determine the selection, including VAT registers, foreign-owned companies, companies engaged in goods production and any registered foreign trade in goods. Statistics Sweden has deemed the reliability of the foreign trade statistics as high for the respective types of services, but lower in regards to estimates per individual country traded with.

- In order to create a comprehensive picture of service exports in the cultural and creative industries, Statistics Sweden needs to be given a clear mandate to produce this key figure based on a broader sample that includes companies specifically from the CCI.
- In order to gain a better overview of the impact of the Swedish cultural and creative industries on the world around them, future work should map Swedish global company groups and Swedish ownership of CCI companies abroad. Investments by and in Swedish companies should also be mapped, as well as the opportunities for small and medium-sized companies to grow and internationalise. This can then form the basis for estimating the Swedish-produced share of global cultural consumption and the international value of the cultural and creative industries.

SNI as a Data Source

SNI is the acronym for the Standard for Swedish Industry Classification and is used to classify companies and workplaces according to the type of business activity they conduct. It is the foundational categorisation through which all industries are measured in the national accounts, and in this report the codes have been quality reviewed.

The system is based on its European counterpart, NACE, which in turn is based on the UN standard ISIC. One or more SNI codes are assigned to companies to enable the identification and statistical recording of their economic activities.

SNI is divided into 21 categorical sections, such as Section *R, Arts, Entertainment and Recreation*, and is designated by a five-digit code. The first two digits indicate the division, for example 90, Creative, arts and entertainment activities, the third digit indicates the group and the fourth the class. In some cases, the fifth digit is used to specify a further breakdown of the class, which can deviate from international standards, in other cases the fifth digit is zero.

In SNI 2007, CCI companies were recorded in 17 of the 88 two-digit divisions based on the SNI codes used in the *Kreameter* data. CCI companies were found in seven of the 21 sections. These were as follows (divisions in parentheses):

C	Manufacturing	(10–33)
G	Wholesale and retail trade	(45–47)
J	Information and communication	(58–63)
M	Professional, scientific and technical activities	(69–75)
N	Administrative and support service activities	(77–82)
P	Education	(85)
R	Arts, entertainment and recreation	(90–93)

If we broaden the definition further and look at the selection in the industries' own reports, CCI companies were found in 27 of the two-digit divisions and included companies in sections *I, Accommodation and food service activities* (55–56), *O, Public administration and defence* (84) and *S, Other service activities* (94–96).

Cultural and creative industries are widely represented in the statistical sections. Large parts of the fashion industry are found under C and G. Film, games, music and media are in J, and architecture, design and photography are in M. In section R, where culture is explicitly mentioned, many companies in the Performing arts, Cultural heritage and Artistic creation are included. Section R also includes sports and casino companies, the latter of which have completely different economic conditions and regulations, with business activities that have very little in common with passion-driven cultural and creative industries.

In February 2025, there were a total of 821 unique codes at the most granular level in version SNI 2007. Statistics Sweden is responsible for the classification of SNI codes, but the Swedish Tax Agency is the authority that records them when a company is registered or when companies voluntarily update their registration.

SNI CODES IN INDUSTRY REPORTS AND METHODOLOGICAL WORK

Industry organisations strive to measure and analyse economic developments within their respective industries. The distribution and consumption of services abroad can vary from industry to industry, which means that the methods used for selection and measurement also differ.

In the report *The Design Industry in Sweden* (2025), Form/Design Center states that its survey of the design industry is based on registered SNI codes that have been matched against internally defined design orientations. Limited companies have been screened based on descriptions of their activities in their articles of association, and finally, a number of companies have been manually added after being established as part of one of the design orientations. The method combines the SNI codes registered by the Swedish Tax Agency with manual decision-making to delimit and focus the selection according to an industry organisational consensus.

A similar method is used in the games industry's annual survey, *Swedish Games Industry 2024: Game Developer Index*. All companies registered under SNI code *58.210 Publishing of computer games* are collected to verify the classification, but a relatively large sample is sorted out unless the company's main activity, or at least half of the company's activity, can be traced back to services or any other link in the production and distribution of video games. Casino and betting companies are excluded, as are general software developers and analogue board and role-playing game companies. A large proportion of game companies do not identify with the description 'publishing of computer games' and instead choose SNI code *62.010 Computer programming activities,* which includes the development of computer games in its description.

More than 1,700 companies are registered with SNI code *58.210,* but only around half of them qualify as game companies according to the industry organisation's definition. Of those that qualify, about one-third of the sample have not registered *58.210 Publishing of computer games* as their main activity.

In the chapter *Cultural Events in Figures* of the report *Events in Figures* (2024), Swedish Performing Arts Association and Swedish Live state that their survey is based on the SNI codes under which their members are registered. The SNI codes have been chosen to extensively cover organisations in the field of cultural events. It is not possible to use SNI codes as the sole tool for identifying cultural events, as they can be both broad and misleading. Therefore, the SNI codes are combined with indicators for VAT-exempt and 6% VAT activities in the report, which creates a detailed definition called the Cultural Events Population (KEP).

In the report *The Art Industry in Figures* (2023), the The Artists' Association of Sweden analyses the trends and status of art sales based on SNI code *47.783 Retail sale of art in specialised stores; art gallery activities*.

To map the fashion industry in Sweden, the report *Swedish Fashion* (2024) is based on companies registered under SNI codes in three sub-sectors: manufacturing, wholesale trade and retail trade – where e-commerce constitutes a separate category within retail trade. The selection of statistics is limited to companies in the fashion industry that have an SNI registration in Sweden.

In its report *The music industry in numbers* (2024), Musiksverige states that their survey of the domestic live music industry is based on SNI code *90.020 Support activities to performing arts,* which is the main code for most activities in the live entertainment industry. Other relevant SNI codes used for an in-depth analysis include *90.010 Performing arts*, *90.030 Artistic creation,* and *90.040 Operation of arts facilities,* where activities that do not generate ticket revenue from music-related events have been removed. To distinguish ticket revenues, companies have been filtered based on the use of a 6% VAT rate. Musiksverige calculates live music export revenues using SNI codes *90.010* and *90.020* by including only activities that generate revenue from foreign fees, agency activities or bookers active in the international market. A validation process of the data is carried out based on interviews and consultations with representatives from Sweden's largest live music companies. Finally, the data is compared with statistics from Swedish Live and Swedish Performing Arts Association in the report *Events in Figures,* as well as a comparative analysis of the results against Swedish Performing Rights Society's (STIM) collection of rights revenues from commercial live music events in Sweden. Musiksverige estimates that only 63% of the companies in SNI code *90.010* has music-related activity.

All examples mentioned rely to varying degrees on the SNI code system in combination with manual intervention to provide a complete picture of the industries. The shortcomings of SNI 2007 are particularly evident in the vague definition of activities, which makes it challenging for entrepreneurs to correctly categorise and register their activities. At the end of 2025, SNI 2007 will be replaced by version 2025, which introduces a number of new five-digit SNI codes that could potentially simplify accurate registration and allow for a better statistical overview for a number of industries, but which also poses clear challenges for other industries.

UPDATE TO SNI 2025

By December 2025, the SNI code system will be updated from SNI 2007 to SNI 2025. The changes are based on EU harmonisation and NACE Rev. 2.1. As before, the fifth digit in the code can be designated nationally, and in Sweden it is often used to link SNI with the trade codes in the SPIN system[7].

The biggest changes in the classification of economic activities are made at the four-digit level during revisions of NACE. This process is controlled by Eurostat and takes place at European level.

Several industry organisations, authorities and regional and municipal representatives have been consulted in the process of updating to the new system in Sweden. However, only a few of these have had any connection to companies active in the cultural and creative industries. This is reflected in the proposed changes to the codes for the cultural and creative industries, for example by the fact that the fifth SNI digit has only been used for trade codes. The lack of involvement in the process also meant that information about the change in codes did not reach the parties concerned before the authority's decision on SNI 2025 was made.

Several codes are affected within the cultural and creative industries:

- A number of trade-related codes in fashion and literature are simplified, with retail trade also divided between physical store sales and online sales.
- The codes for industrial design, graphic design and interior design are changing, with industrial and fashion design, for example, being assigned to a shared code.
- The different codes for photography will be simplified.
- The broad code *90.030 Artistic creation* will be divided into the codes *90.110 Literary creation and musical composition activities, 90.120 Visual arts creation activities* and *90.130 Other arts creation activities*.
- *Code 90.010 Performing arts* changes its name and number to *90.200 Activities of performing arts*.

In most cases, the change in codes is a step in the right direction. However, the new code *90.110* combines literature with music, and the code for visual arts risks being too narrow to be used by illustrators and animators. Together, codes *90.030* and *90.010* in SNI 2007 cover nearly 40,000 companies, the majority of which are sole traders. Despite this, the five-digit national SNI level is not used to further divide companies within these codes.

As with SSYK codes, there is a trade-off between the size of the code and the ability to obtain relevant data. A broad code risks reducing relevance, and a narrow code, which has too few companies in the data set, risks disappearing into statistical confidentiality and margins.

The latest SNI revision took eighteen years to complete, but in the future, international revision is planned to take place at shorter intervals, probably every ten years. In future revisions, it is therefore important that more actors in the cultural and creative industries are involved and given the opportunity to influence the classification.

The update to SNI 2025 also means that a review of the statistical sample will need to be carried out once the new industry classification has been implemented.

[7] SPIN, Standard for *Swedish Product Classification by Industry*, is used to link goods and services to their origin in production.

Developments in 2021 and 2022

Using the same method and sample for the cultural and creative industries measured by *Kreametern*, we can follow developments for 2021 and 2022. Here is a review of some of these key figures.

COMPANIES

In *Kreametern* (2017), the total number of companies was estimated at just over 115,000 in 2010 and increased annually during the measurement years to just under 128,000 companies in 2015. In the follow-up *Kreametern – analysis report #1* (2018) with data for 2016, the number of companies had increased to 130,000.

In 2021, the total number of companies amounted to just over 131,000, of which about 44,000 were limited companies and just over were sole traders. A significant proportion of the sole traders were found in Artistic creation and Performing arts.

In 2022, the overall number of limited companies had decreased slightly to just over 41,000 within the SNI codes, and the total number of companies was just over 107,000. Of these, just over 62,000 were sole traders. The decrease in the number of companies between the years may be attributed to the pandemic effect and the fact that more people were newly employed in 2022 and thus closed down their businesses. Despite the decrease in the number of sole traders, the revenue per company in these businesses increased between 2021 and 2022, indicating that it was mainly businesses with below average revenue that closed down.

For many of the artistic industries, self-employment is a prerequisite for conducting business. Small businesses are a vital component of the Artistic creation industry, which includes nearly 15,000 sole traders and over 3,000 limited companies. In total, Artistic creation generated a revenue of almost SEK 6 billion in 2022, of which SEK 2.4 billion was generated by the sole traders.

Performing arts also involves many small companies. There is a slightly higher proportion of limited companies in this industry compared to Artistic creation, which is likely due to the fact that more people are active and extract salary for their work in the performing arts, while artistic creation is more often a sideline or a combination with another job that accounts for a larger part of the personal income.

In 2022, there were almost 4,500 limited companies in the performing arts, with 9,400 employees and a total net revenue of just over SEK 18 billion. The performing arts is the industry with the most evident pandemic effect between 2021 and 2022, as revenue in 2022 essentially doubled.

EMPLOYMENT

In the follow-up analysis report to *Kreametern*, the number of employees was measured at just over 143,000 in 2016. The report presents data on the number of employees in cultural and creative industries between 2010 and 2016. Although the number of businesses increased by almost 15,000 during the six-year period, the number of employees remained constant at around 140,000.

In 2021, just over 133,000 people were estimated to be employed in the creative industries. By 2022, this figure had risen to 152,000 people, approximately 4% of all employment in the country. In 2022, 1,000 people were formally employed by sole traders and 3,600 in other legal entities, where the remaining employees worked in limited companies.

As an example, the number of employees can be compared to the entire education sector, which had around 100,000 employees during the same period.

The industry with the largest number of employees in 2022 was fashion with just over 44,000 people, followed by literature and press with 28,000 employees. The number of employees increased between 2021 and 2022 in all sectors and was the most significant increase among the key figures.

In terms of total employment, there are also a significant number of sole traders and self-employed persons without employees who are mainly employed as freelancers or consultants in the cultural and creative industries.

REVENUE AND ADDED VALUE

Kreametern estimated the total added value of companies for 2015 at just under SEK 130 billion, including the public sector, corresponding to 3.08% of gross domestic product. Excluding the public sector, the total added value was SEK 119 billion, corresponding to 2.83% of gross domestic product.

Kreameter's analysis report measured the revenue for cultural and creative industries in 2016 at just over SEK 384 billion, contributing approximately 3.1% to GDP. The total added value for 2016, based on the sum of all counties figures[8] was SEK 124 billion. The added value in the cultural and creative industries increased by 11.4% during the period 2010–2016.

In 2021, revenue is estimated at just over SEK 421 billion, and the total added value amounted to SEK 133 billion. In 2022, revenue increased further to SEK 471 billion, and the added value of the cultural and creative industries was SEK 139 billion[9]. This can be compared to the added value in the *Tourism Accounts 2019–2023*[10], which was SEK 99.5 billion in the same year.

The fashion industry stands out in the statistics as it accounts for the highest revenue with SEK 191 billion in 2022. This compares with literature and press, which had a revenue of SEK 66 billion and was the industry with the second highest revenue in the same year. Revenue increased in almost all industries between 2021 and 2022, with the exception of two industries that saw a marginal decline. Despite a decrease in the number of individual businesses, total revenue in both Performing arts and Artistic creation increased in 2022.

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[8] The sum of all county figures does not typically add up to the national total, as figures that cannot be attributed to a specific municipality are instead included in the national total, which becomes greater than the sum of all counties.

[9] From Statistics Sweden's published added value, including the exclusion of variables that do not belong to production.

[10] Swedish Agency for Economic and Regional Growth, *Tourism Accounts 2019–2023*

Updated Statistics for 2023

In 2023, the cultural and creative industries consisted of over 140,000 companies and other legal entities registered in Sweden. Of these, 78,000 were sole traders and almost 48,000 were limited companies. In total, there were 18,000 businesses in other legal forms, such as non-profit associations, foundations, economic associations and general partnerships.

Many companies are small. Approximately 13% of all limited companies and over 40% of sole traders reported no revenue in 2023.

The total revenue of businesses in the cultural and creative industries in 2023 was just over SEK 650 billion. Of this, limited companies accounted for SEK 607 billion. Sole traders are estimated to have generated SEK 16 billion in revenue and other legal forms just over SEK 30 billion. The figures for sole traders and other legal forms are based on the average revenue per business, where the revenue variable is based on Statistics Sweden's data from 2022.

In total, it is estimated that over 247,000 people are employed in these industries. Of these, 188,000 people had a reported employment in a limited company. This data point is based on full-time equivalents, i.e. how many full-time positions there were in the companies during the year. In addition to these, there are almost 45,000 sole traders with revenue and an estimated[11] 15,000 employees in associations and other types of companies. This can be compared with, and confirmed by, data from the Swedish Standard Classification of Occupations (SSYK), which shows that just over 196,000 people are mainly employed in occupations linked to the cultural and creative industries, of which 150,000 are in the private sector.

The statistics for 2023 are based on companies' financial statements. Since these are not based on the same concepts and data as the national accounts, it is difficult to estimate the industries' share of GDP in relation to total value added. This is partly because it is not possible to accurately translate the value added in base prices and include the value from product taxes using this data alone. It is also because there is insufficient data within the scope of this report to calculate or estimate the market side of the various industries. This consists of value creation at the final stage, i.e. direct revenue from audiences, listeners, players and viewers, including sales by foreign companies in Sweden.

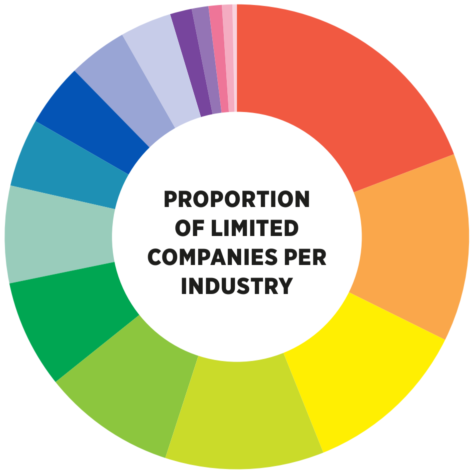
Value creation in the cultural and creative industries differs, which needs to be taken into account when analysing factors such as GDP and exports.

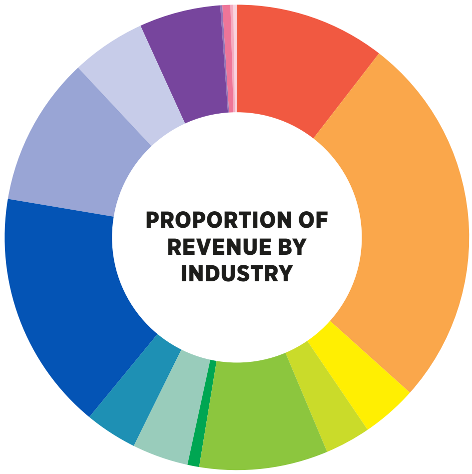
In industries such as fashion and furniture, value is added through a traditional value chain – from design to manufacturing, distribution and retail. In industries such as music, film and gaming, which are largely based on added intellectual property value and where sales take place digitally on a global market, the value chain is not as clear in relation to national accounts. In some industries, several different types of value chains are combined. In order to gain an overall understanding of the total contribution to GDP, a more in-depth analysis is required for each industry, measuring not only the production side with the creators, but also including the consumer side, i.e. the audience.

[11] Based on average number of employees per business, where the variable for employees is based on Statistics Sweden data from 2022.

LIMITED COMPANIES DIVIDED BY INDUSTRY

- Advertising & Communication
- Fashion
- Design
- Performing arts
- Film & TV
- Artistic creation
- Literature
- Architecture
- Music
- Furniture
- Press & Radio
- Video games
- Photography
- Handicraft
- Art
- Archives, Heritage & Museums





KEY FINANCIAL FIGURES IN THE INDUSTRIES

The quality review of SNI codes carried out within the framework of this report should be seen as a first step towards continuously updated statistics for the cultural and creative industries. The starting point for this work has been the industries as a whole, as we have prioritised the external frameworks for these. Therefore, the overview in which the industries' share of the total figures is interpreted should be viewed with some caution.

A more in-depth assessment and analysis should be carried out in consultation with representatives of, and those working in, the various industries. The data includes SNI codes that have been used in several previous surveys of the cultural and creative industries, but where the link to these can be seen as weaker than for some of the trade codes that have been excluded.

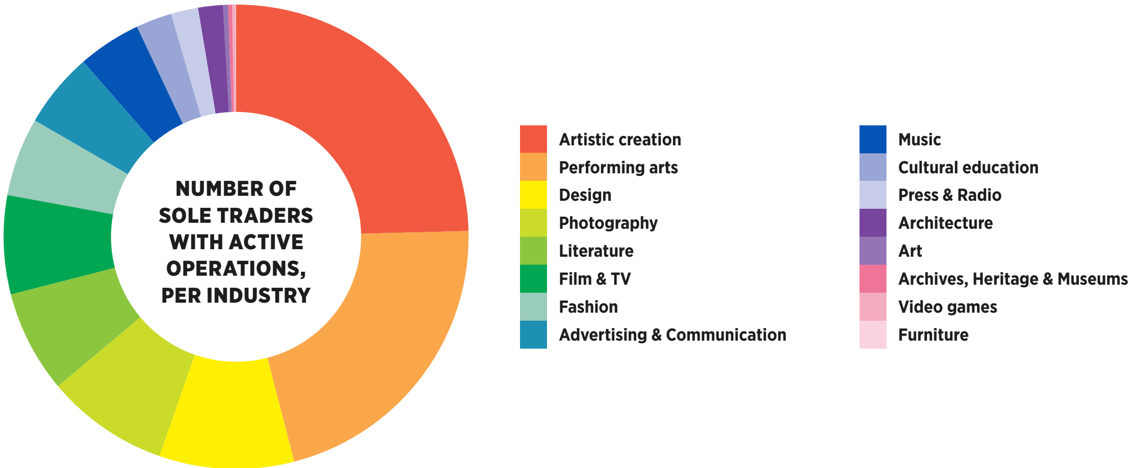
A few comments should be made about the size of the various industries. Thanks to the review of SNI code *63.110 Data processing, hosting and related activities*, Swedish distribution platforms such as Spotify and Storytel have been included in the sample, which directly affects the size of Music and Literature. For other industries, it is more difficult to make a corresponding selection. For example, Prime Video and Netflix subscriber revenues are not included in Film & TV, as these are not reported in Sweden. The telecom companies' TV services are also not included, as they are collectively attributed as other activities. The two major telecom operators, Telia and Tele2, reported a combined Swedish revenue of SEK 3.7 billion for TV services in 2023.

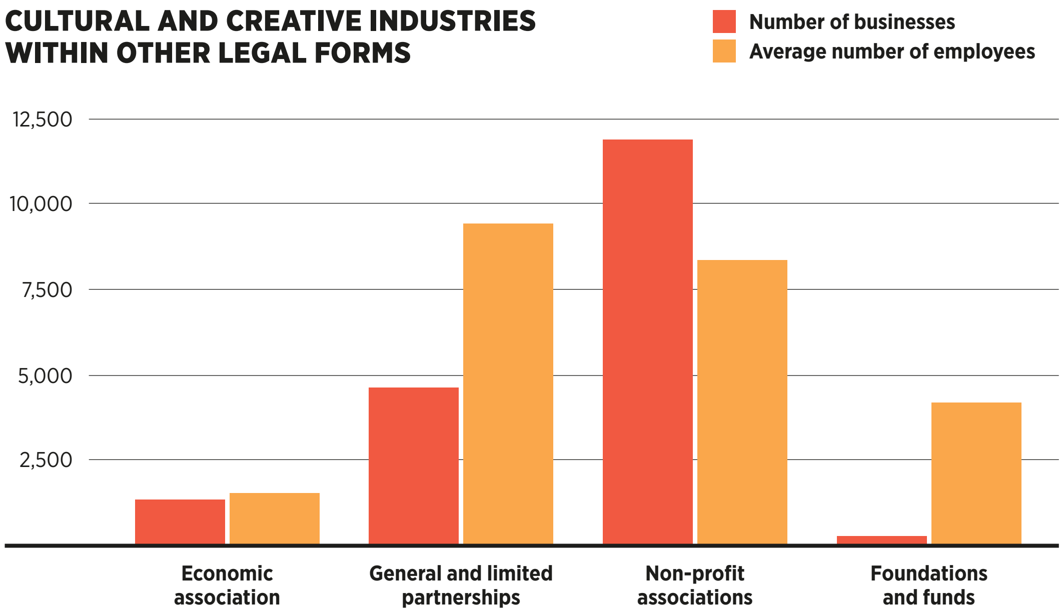
The fashion industry is largely dominated by H&M's revenue, but it should be noted that only the Swedish operations are included. For Furniture, the selection is not as comprehensive, as previous surveys that included the furniture industry did not include specialised retail, for example.

SOLE TRADERS AND OTHER LEGAL ENTITIES

For businesses that aren't limited companies, the selection is based on the first SNI code listed only. The data for these businesses is more limited, and they don't have the same reporting requirements as limited companies.

In 2023, there were nearly 78,000 sole traders in the cultural and creative industries, of which just under 45,000 reported some form of financial revenue and were thus employed in the cultural and creative industries. Roughly 6,000 sole traders had a revenue of more than half a million Swedish kronor during the year, and the total revenue for sole traders was between four and forty billion Swedish kronor in 2023. For 2022





and 2021, Statistics Sweden has provided revenue data broken down by sole traders and other types of companies. With corresponding revenue per business, the revenue for 2023 would amount to just over SEK 16 billion in sole traders.

In addition to these, there were just over 18,000 businesses in other legal forms, such as economic associations, general and limited partnerships, non-profit associations and foundations and funds. These businesses employed between 16,500 and 30,500 people. With an estimate of revenue and employees based on Statistics Sweden's data for 2022, using the same ratio between revenue and employees per business, the net revenue for associations and other types of companies amounts to just over SEK 30 billion, and the number of employees to 15,000.

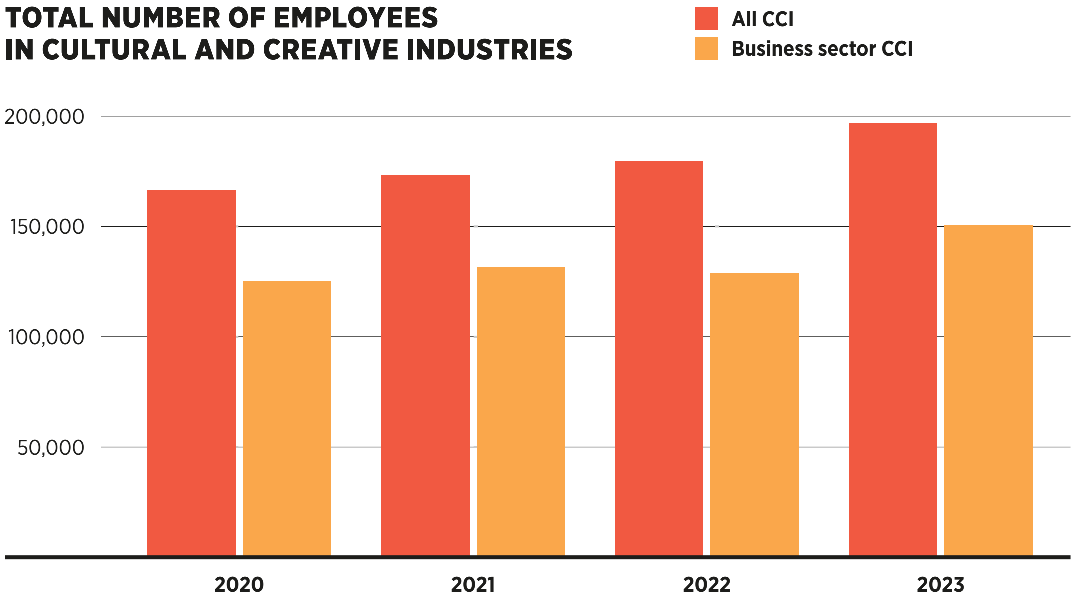
KEY FIGURES 2023

With a broader and quality-assured selection, the economic significance of the cultural and creative industries has been mapped. The updated method and selection form the basis for the 2023 key figures.

Number of limited companies	47,521
Number of employees in limited companies	187,931
Revenue, SEK million, limited companies	607,294
Number of sole traders	77,995
Number of sole traders with revenue	44,680
Estimated revenue, SEK million, sole traders	16,208
Number of companies in other legal forms	18,158
Estimated number of employees, other legal forms	14,974
Estimated revenue, SEK million, other legal forms	30,407
TOTAL NUMBER OF BUSINESSES	**143,674**
TOTAL NUMBER OF EMPLOYEES	**247,585**
TOTAL REVENUE, SEK MILLION	**653,909**

Revenue and employees in other legal forms and sole traders are based on the share of revenue per activity and employees per activity from the 2022 key figures, with a selection from Kreametern.

SSYK as a Data Source



BACKGROUND

SSYK is the acronym for the Swedish Standard Classification of Occupations and is based on the International Standard Classification of Occupation (ISCO). The SSYK codes, which are statistical codes for employees in Sweden, are based on occupation rather than workplace, and the latest classification, SSYK 2012, is based on ISCO–08. In *Kreametern*, published in 2017, SSYK codes were not used as a tool to define the number of employees or professionals in the CCI area. However, a definition of cultural and creative professions based on SSYK codes can be found in the reports *Kreametern – method report* and *Kreametern – analysis report #1* from 2018.

When starting a new business, unlike the SNI codes, it is not mandatory to report an SSYK code. This means that not all professionals in Sweden have a registered SSYK code. Employment and salary for each code are usually reported via payroll systems or online forms when companies and organisations report occupational codes for their employees. Statistics Sweden also collects data on occupations through occupational registers and salary surveys. However, there are significant gaps in the statistics as the sample does not cover all employees and sole traders are not included at all in the selection criteria for the salary survey. This makes it difficult to estimate how many professionals are missing from the register, especially in industries with a large proportion of micro-enterprises and sole traders.

The labour market statistics in this report are based on the annual register *Population by Labour market status* (BAS), which replaced the previous *Labour statistics based on administrative sources* (RAMS) in 2022. The statistics in BAS have been revised from 2020 onwards and are more comprehensive, as they include students, unemployed, sick listed and pensioners in addition to the employed. This means that the key figures are not entirely comparable with the SSYK statistics in *Kreametern,* which were based on the outdated RAMS system.

The SSYK codes do not therefore include individual entrepreneurs who are active in an artistic industry. According to the The Swedish Agency for Cultural Policy Analysis report *What are the incomes of professional artists?* the number of entrepreneurs without an SSYK code in 2019 was 7,412, and in 2020 it was 6,409. In addition to these, there are self-employed persons in other forms of companies, such as sole traders, which are not usually registered under the SSYK system but only under SNI.

SELECTION

The selection of SSYK codes in this report is based on the industries presented in *Kreametern* and the government's definition of cultural and creative industries. All SSYK codes have been obtained from *Kreametern – method report* (2018), The Swedish Agency for Cultural Policy Analysis report *What are the incomes of professional artists?* (2024), *Swedish Games Industry 2024: Game Developer Index* (2024), *The Design Industry in Sweden* (2025) and occupations included in The Swedish Public Employment Service Culture and Media. Based on the report's definition of the creative industries, we have listed the occupational codes that have a profession that can be traced back to these. The compilation of data on employees has been obtained from Statistics Sweden's SSYK 2012 occupational register between 2020 and 2023, and the selection has been based on information in the *Swedish Standard Classification of Occupations 2012* report.

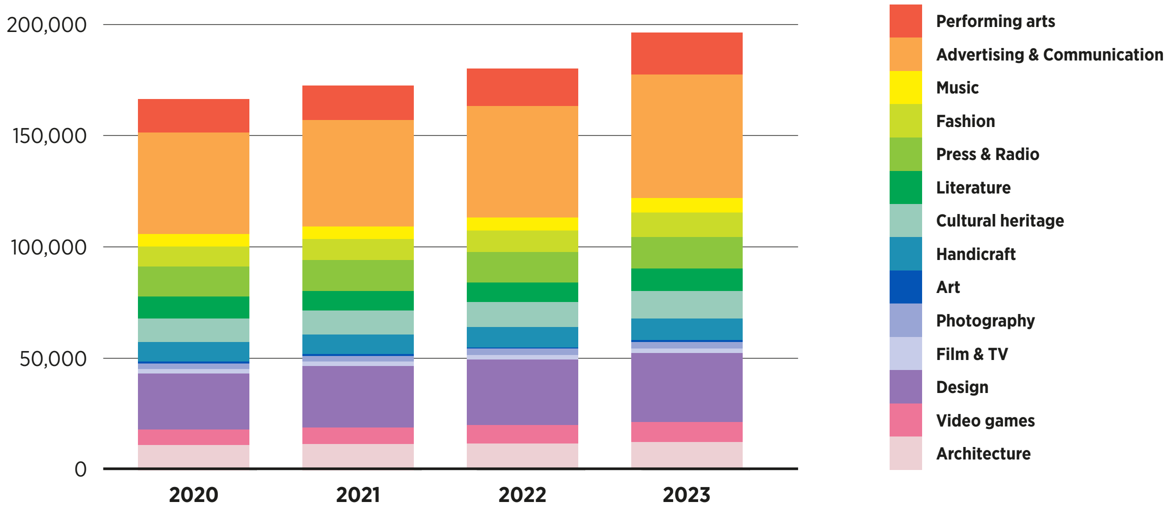
There are four occupational groups that stand out in the statistics, where the majority of those employed work outside the business sector. In 2023, there were 37,715 people in occupational group *2432 Public relations professionals,* with only 13,845 people employed in the business sector. Occupational group *2642 Journalists* had 10,794 people employed outside the business sector, compared with 7,600 within the business sector. In occupational group *2652 Musicians, singers and composers,* 5,878 people were employed outside the business sector and 2,220 people within the business sector. Finally, a total of 3,641 people worked in occupational group *4410 Other clerical support workers,* with only 346 people employed in the business sector.

Of the fifteen occupations included in SSYK *2519 Other Software and applications developers and analysts*, only four belong to the occupational field of designers – interaction designers, service designers, service designers and UX designers. There is therefore an overrepresentation in the Design industry category, which includes SSYK *2519*, as the occupational classification includes roles that are not considered part of the designer occupational field, such as systems engineers, IT researchers and other IT specialists.

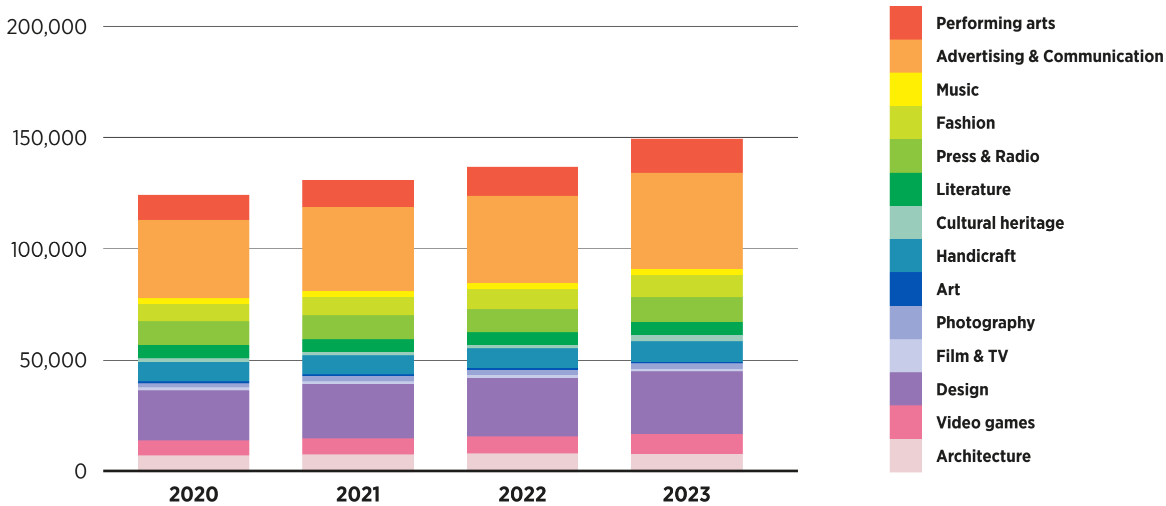
Three SSYK codes, *3332 Conference and event planners*, *3515 Webmasters and web administrators*, and *7523 Woodworking machine tool setters and operators*, are not included in the sample but may include occupations in cultural and creative industries. However, these occupations have been deemed to fall outside the primary focus area of the report and have therefore not been included in the selection.

Additionally, the analysis excludes highly relevant education-sector occupations, such as music, art, and theatre teachers.

TOTAL NUMBER OF EMPLOYEES IN CCI BASED ON SSYK CODES IN ALL SECTORS



TOTAL NUMBER OF EMPLOYEES IN CCI BASED ON SSYK CODES IN THE BUSINESS SECTOR ALONE



DEVELOPMENT OVER TIME

Between 2020 and 2023, the number of employees in CCI increased in all sectors, and the increase is evident even if only employees in the business sector are counted. This is also reflected in the data from employees in companies operating in these industries. These two key figures largely overlap. An employee in a CCI profession often works for a company that is registered as part of the cultural and creative industries. It should be noted that there are employees in CCI occupations who work at companies operating in completely different industries, as well as employees at companies in the cultural and creative industries who have completely different professional roles, such as administrators, technicians and various forms of support services in, for example, HR and leadership.

USE OF SSYK

The SSYK system forms the basis for wage statistics and is used, among others, by the Swedish Migration Agency when processing work permits. In order for SSYK to be as useful as possible, the groups need to be of a reasonable size and contain relatively similar types of jobs. In the cultural and creative industries, there is a wide spread between different SSYK codes, and when a code becomes too small, the sample becomes too small to give statistically reliable data about wages.

Other groups, such as *2519 Other IT specialists*, contain a wide range of professions, as mentioned above, where certain roles such as *UX designers* and *interaction designers* play an important role in design, game development and advertising, but which coexist with, for example, *IT crime investigators* and *systems engineers*. This code would benefit from being divided into several codes to better highlight the different types of professions and provide a clearer data point for CCI. This is confirmed by both the Design Industry and the Swedish Games Industry.

At the same time, other older occupational groups have their own categories that only include a few hundred people. *7533 Upholsterers*, *7534 Leather craftsmen and shoemakers*, and *7312 Goldsmiths and silversmiths* are examples of occupational groups that have not reached 500 registered practitioners in the last four years.

Alongside SSYK, there is *NYK14*, the *Business Sector Classification*, which was developed by the Confederation of Swedish Enterprise and the employers' federations, which adds two digits at the end of SSYK to produce its own wage statistics. The breakdown in NYK14 is not reported in the official statistics but is primarily a tool for their members. For professional roles within CCI, there are essentially only NYK14 codes for roles within architecture, printing and media.

The shortcomings in SSYK categorisation and weaknesses in the system mean that few industries rely on SSYK codes in their own reporting.

Illustratörscentrum, the centre for professionals in visual communication, believes that the distinction between *2172 Graphic Designers* and *2651 Visual Artists* has not kept pace with modern developments, as many of the professional roles categorised under visual arts involve digital processes to a large extent, often to a greater extent than physical creation. There is considerable overlap between these codes, and the differences are often difficult to interpret.

Musiksverige, the Swedish music industry association, generally avoids SSYK codes in its own reporting, as the division of occupational categories is considered too broad and excludes many occupations that are central to the industry. When it comes to statistics, the organisation prefers to use data provided by copyright organisations such as the Swedish Performing Rights Society (STIM) or the Swedish Artists' and Musicians' Interest Organisation (SAMI), as they work more closely with professionals and are considered to have a more reliable overview of the industry.

The Swedish Arts Council, on the other hand, considers the SSYK codes to be relatively inclusive and representative of the professional groups in question. However, there is a significant overlap between certain codes, with many synonymous and sometimes outdated descriptions, which has raised the need to review and potentially weed out codes where the basic professional roles are the same in order to reduce confusion and dispersion in the statistics.

A challenge with all SSYK codes is that individual practitioners may be excluded from their actual occupational classifications, as they are instead categorised as managers or business leaders. This reflects the individual's relationship to the company rather than the profession they primarily perform.

In summary, trade and interest organisations view the SSYK system as having varying degrees of usefulness and suffering from several limitations. Some classifications have such narrow definitions that related professions fall outside the system, while others can be interpreted so broadly that they include professional roles that are statistically irrelevant to each other. In other cases, there is too much overlap between codes, making it difficult for practitioners to interpret and register themselves under the same code in a uniform manner, which further complicates the conditions for collecting and presenting accurate statistics. The next update of the underlying ISCO classification will take place in 2028, and in conjunction with this, Statistics Sweden will revise SSYK 2012. It is of great importance that representatives and actors in the cultural and creative industries are involved in this review.

A Recurring Statistical Effort

In order to implement a cross-sectoral methodology for statistics in the cultural and creative industries on a recurring basis, we believe that a regular analysis report, further development of the methodology and a clear mandate from the authorities are needed.

The *Creative Sweden!* report contained three recommendations that directly concern future statistical work.

- The government should appoint an authority to lead long-term statistical work and, within this framework, publish work in an online database and in analysis reports. The responsibility would be assigned through an official instruction, with Statistics Sweden, the Swedish Agency for Growth Policy Analysis, the Swedish Agency for Economic and Regional Growth, the Swedish Agency for Cultural Policy Analysis, the Swedish Arts Council, and the Swedish Arts Grants Committee collaborating to produce the material.
- The government should invite industry organisations and other representatives of cultural and creative enterprises and entrepreneurs to engage in dialogue with the relevant agency heads on an annual basis to ensure high-quality efforts.
- The designated authorities should continuously produce and improve government statistics for cultural and creative enterprises and issue project funding for the development of the industries' own high-quality statistics.

During the course of this preliminary study, the needs highlighted in *Creative Sweden* have been confirmed by several of the stakeholders involved. A designated authority needs to have overall responsibility for coordinating the work, and the statistical agencies need to have a clear mandate to collaborate within this framework. The assignment needs to be carried out on a recurring basis over a long period of time, and the various industry actors need to be involved to ensure relevance in the selection and methodology.

As the SNI codes are facing a change with the 2025 revision, provisions need to be made to update the selection for 2026–2027 in line with the new classification of economic activities.

STATISTICAL AGENCIES

In order to clarify statistics in the future, a clear long-term mandate is needed for the country's statistical agencies to produce and maintain data on the creative industries. A designated government agency, such as the Swedish Agency for Economic and Regional Growth, needs to have a clear mandate as coordinator and commissioner of these statistics. Like the *Creative Sweden* inquiry, we believe that this should be done through government agency instructions.

In the future, the statistical agencies should be responsible for highlighting CCI and key figures for the area in their ongoing work, based on the definitions and delimitations in this report.

This should be seen as complementary to the work on a CCI database and regular analysis reports with key figures for the creative industries.

Furthermore, data should be compiled on sales and revenue from cultural VAT from Swedish and international companies in Sweden that are registered in the cultural and creative industries.

A comprehensive data set should also be compiled for the share of service exports accounted for by CCI companies.

REGULAR STATISTICAL MEASUREMENTS

In order to generate regular statistics, an annual analysis report needs to be compiled and produced. This should contain updated economic key figures for the cultural and creative industries in accordance with the methodology presented in this preliminary study.

- The analysis report should be produced in close dialogue with industry actors and relevant authorities.
- The selection and quality assurance of the companies in question should be carried out in consultation with relevant industry actors.
- The report should strive for precision and reliability through well-selected and carefully processed data.
- The report should be seen as a complement to industry-specific statistics, with the ambition of being a resource in the work with both methodology and key figures for the entire CCI area.
- The report should be further developed with expanded relevant content and more key figures.
- The work should be long-term with continuity in the statistical work in order to be able to follow the development of the cultural and creative industries over time.

FURTHER DEVELOPMENT OF THE INDUSTRY DATABASE

In future work, the database should be further developed and analysed in line with both industry developments and future needs. In close consultation with existing industry players such as industry organisations, the data can be kept up to date with ensured relevance.

- Review a larger proportion of companies in each industry to ensure that their activities fall within the creative industries.
- Review and add companies registered under multiple SNI codes with mentions of cultural and creative activities in their business description.
- Together with the statistics agencies, identify more companies registered under other SNI codes with a significant proportion of employees under SSYK codes linked to the CCI area.
- Update the database on an ongoing basis in consultation with industry representatives for each industry.
- Analyse companies by industry, region and municipality to the extent that this is statistically possible.
- Analyse companies by company size and type of activity, such as trade, distribution and production.
- Supplement the database with information based on company groups, international key figures, acquisitions and foreign operations to better estimate the international impact of Swedish CCI companies.
- Refine the industry classifications and create more detailed groupings for different types of companies based on their cross-industry activities.
- Supplement reporting with a market analysis and audience figures to measure how many people are reached by Swedish CCI exports globally.
- Further develop international comparisons and outlooks in both the relationship between SNI and NACE codes, as well as intangible assets.
- Review the added value of the industries and how this can be extracted from either the business reports or the national accounts to calculate the industries' contribution to GDP in an accurate and representative manner.

In the long term, the industry database also needs to be supplemented with a market analysis that includes market data for the various industries and the consumer sector, both in Sweden and in order to estimate the international impact of the Swedish cultural and creative industries from an audience perspective.

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Links to the respective reports are available in the digital version of the report at www.kreativsektor.se

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Appendix

DATA SOURCES

The work on this report is based on three different types of data sources. These include statistical data, reports from authorities and industry actors, as well as meetings and interviews with relevant parties in the cultural and creative industries. This data has been analysed and forms the basis for the methodological work, updated key figures and recommendations for further work.

DATA FROM STATISTICS SWEDEN

The comprehensive statistics in Statistics Sweden's databases are an essential source of data for this report. The tables on *Structural Business Statistics* in the category *Business Activities* contain annually reported key figures on Swedish companies, broken down by industry classification and SNI code.

Within the framework of this report, Statistics Sweden has provided data for key figures broken down by SNI codes, which have been defined as cultural and creative industries within the framework of *Kreametern*. Key figures have been obtained for the two most recent years available, 2021 and 2022. The data was collected on 20 February 2025 and includes net sales, the number of employees, companies' added value, profit after financial items, and the number of companies broken down by limited companies, sole traders and other corporate forms. This information is reported at the five-digit SNI code level. Updated data with key figures broken down by limited companies, sole traders, and other legal forms was obtained on 24 March 2025.

Statistics ordered from Statistics Sweden exclude merchanting[12] and are therefore not included in the report's statistical data, in accordance with *Kreametern*'s method for reporting net sales within the sector.

In addition to the commissioned statistics, data have been gathered from publicly available databases on Statistics Sweden's website.

Historical key figures from 2000 to 2021 are presented at the five-digit SNI code level in the table *Enterprise unit – Basic data enterprises according to Structural Business Statistics by NACE Rev. 2 and company size. Year 2007–2021*, allowing a detailed review of key figures for each specific type of activity. The most recent table, *Enterprise unit – Basic data enterprises according to Structural Business Statistics by NACE Rev. 2 and size class. Year 2022–2023*, compiles key figures only at the four-digit SNI code level, which means that the most detailed distribution of activity types is not shown individually but is grouped at the subgroup level.

The fact that the key figures are only provided at the subgroup level means that beyond 2021 the development of specific activities registered at the most detailed level in the SNI code system cannot be tracked. Additionally, calculations requiring uniform data representation are not producible for the most recently published key figures.

For organisations that do not use five-digit level classification (ending with the digit zero), such as *58.210 Publishing of computer games*, the key figures remain unaffected by four-digit statistical reporting. For subgroups where all underlying activities at the five-digit level are included in the definition of cultural and creative industries, such as *18.121 Printing of periodicals* and *18.122 Book printing and other printing*, the perception of the detailed statistics for the respective activities disappears. However, the total figure at the four-digit level remains applicable in the overall calculation for the sector.

In subgroups where only certain organisations at the five-digit level are classified as part of the cultural and creative industries, such as subgroup *47.91 Retail sale via mail order houses or via Internet*, which includes the five-digit codes *47.912* and *47.913* but excludes the

[12] Merchanting is a service that arises in connection with trade in goods, when a Swedish company buys and sells products that are both manufactured and sold abroad without crossing the Swedish border.

other six codes, statistics based on the four-digit SNI code level become inadequate, as it is impossible to determine the proportion of key figures attributable to the relevant organisations.

ANNUAL REPORTS FROM THE SWEDISH COMPANIES REGISTRATION OFFICE

The Swedish Companies Registration Office records the annual reports of companies in Sweden and offers registration details about Swedish companies and associations. Information is available on the Swedish Companies Registration Office's website through a searchable portal, downloadable spreadsheets and various API services. These APIs provide access to data within different databases, retrieved via calls from an API client. Among these, the *Company Information and High-Value Datasets* have been exempt from fees since February 3rd 2025, following a directive from the European Commission.

High-Value Datasets provides information about companies, including the company name, organisation number, registered office, status, registration date, industry listed by an SNI code and the ability to search for and retrieve public documents, such as annual reports. The data is helpful for monitoring the status and business registrations of individual companies. The capability to retrieve documents allows access to information about employees and key financial figures, such as revenue and results, as presented in the annual reports. However, this feature is not effective for statistical analysis covering tens of thousands of companies, as the key figures cannot be systematically extracted as plain text.

To retrieve information about a company, its organisation number is specified as an argument in the call. It is currently not possible to search for companies based on other criteria, such as specifying an SNI code to retrieve information about all companies that have registered their activities under that code. Additional conditions are required for the collection and processing of data to retrieve and analyse large volumes of information for statistical purposes. Therefore, we have relied on third-party providers who gather publicly registered information and offer it in a usable form for a fee.

THIRD-PARTY PROVIDERS

Data from companies' annual reports and key figures is available through several analysis firms that sell market data for commercial use. Two data providers were used for this initial study: Retriever Business and UC. These providers have built their databases mainly on annual reports obtained from the Swedish Companies Registration Office, combined with data from Statistics Sweden and the Swedish Tax Agency. All data on the companies' financial key figures from these analysis services is subject to the principle of public access and has been compiled and processed within the framework of this preliminary study into a statistical document for the cultural and creative industries.

This statistical document presents key figures in a *fixed-price* format and includes absolute figures for key data from limited companies. The results are somewhat weaker for individual firms and other types of companies where data, such as revenue, is only available in aggregated form.

DIALOGUE WITH OTHER INDUSTRY STAKEHOLDERS

On 17 September 2024, the Swedish Creative Sector gathered a number of invited organisations within the cultural and creative industries for a discussion on improving statistics. Invitations were sent to all industry participants who responded to the *Creative Sweden* inquiry, and representatives from twelve different organisations participated in the meeting. On 28 February 2025, a follow-up digital meeting was held, focusing on SNI 2025 and SSYK. Additionally, several organisations and stakeholders have been consulted regarding the work. As part of the preliminary study, dialogue and meetings have also been conducted with various authorities, including the Swedish Agency for Economic and Regional Growth, The Swedish Agency for Cultural Policy Analysis, Swedish Arts Council, Swedish Arts Grants Committee, Swedish Institute and Statistics Sweden.

INDUSTRY REPORTS

Many industry organisations compile data within their respective sectors. Some publish reports annually, while others gather data over several years. Most reports are accessible to the public, whereas others are shared only with members. Below is a summary of various industry reports within the cultural and creative industries.

Since 2009, Musiksverige has published an annual report entitled **The Music Industry in Numbers**. The report compiles yearly statistics on the industry's revenues and economic development in Sweden. It is based on data from various sources within the music industry, including Stim, Ifpi Sverige, SAMI, Musikförläggarna, NCB, Copyswede, NMP and Statistics Sweden. The report is produced in close collaboration with all data sources, the board of Musiksverige and representatives from various parts of the Swedish music industry. The method includes an industry review of the companies to ensure that, in addition to the SNI codes, the activities behind the companies included fall within the correct area, as well as filtering on 6% VAT rate to distinguish ticket revenues. The report covers areas such as recorded music, live performances and music exports. In 2023, the Swedish music industry had a revenue of SEK 11.4 billion, a nominal increase of 12% compared to 2022 but a real growth of 4.5% adjusted for inflation. Live music amounted to over SEK 6 billion in revenue, streaming reached SEK 3.9 billion, and net music export revenues totalled SEK 5.4 billion in 2023.

The initiative for the report **Events in Numbers** was taken in 2021 by Swedish Performing Arts Association, Swedish Live, the Swedish Sports Confederation, Svenska Motionslopp and Visita with BFUF. The aim of the report is to update the statistics annually, providing an overview of the industry behind events in sports and culture.. The data sources used include register data from Statistics Sweden, surveys, data collection from Sweden's six largest ticket companies, the Swedish Arts Council's grant lists during the pandemic, and reported compensation support data during the same period. The report provides an overview of key figures in the sports and cultural events sector. The section **Cultural Events in Figures** also includes the interest organisation Swedish Live in Figures and the industry and employer organisation Swedish Performing Arts Association in Figures. According to the 2024 edition, Swedish cultural events had a revenue of SEK 42.3 billion in 2021 and employed almost 85,000 people, including temporary employees. The number of full-time jobs in the culture sector is approximately 26,000. The most common form of company is a sole proprietorship, with 11,110 in total, followed by limited companies, with 7,255 in total. In summary, the report indicates that the cultural sector is characterised by a high proportion of sole traders and a significant number of temporary employees, which can impact the stability and long-term nature of the businesses.

The Art Industry in Figures is published every two years by the The Artists' Association of Sweden and outlines trends, tendencies and the current state of art sales within the Swedish art sector. This is achieved through analysing available data compiled by Statistics Sweden, Bildupphovsrätt, and Sweden's art associations. The 2024 edition also features a special focus on arts and crafts exports through a targeted survey of practitioners. The report covers galleries and art dealers, art auction sales, art purchases by art associations, public art acquisitions and art exports and imports. Some challenges highlighted include a decline in the number of art non-profits, especially in workplaces, which may be linked to the economic downturn. In 2023, Sweden had a total of 740 art dealers and galleries, with nearly 600 of these companies employing no staff, accounting for 80%. In 2021, the net revenue for galleries and art dealers stood at SEK 935 million. The report also notes that municipalities account for 60% of public art purchases.

Since 2015, the Swedish Association of Architects has published its annual industry report. The report **Optimism is Waning** was published in 2022 and describes the structure and development of the architectural industry. It is based on the Swedish Association of Architects' annual fee and industry survey, which was responded to by 234 companies between late August and early September 2022. The sample includes companies with an SNI code of *71.110 Architectural activities* with at least one employee. According to the latest edition, the architectural industry had a revenue of SEK 9.7 billion in 2021 and employed around 8,100 people. In 2021, approximately 1,500 companies had at least one employee. Notably, 62% of companies find it difficult to recruit the right skills. The industry faces several challenges, including reduced optimism among firms, as forecasts for capacity utilisation, revenue, and profits are lower than the previous year. Economic uncertainty has increased, leading to the interruption or cancellation of projects and an increase in redundancies. The report also includes a macroeconomic analysis predicting a mild recession followed by a swift recovery, with continued high demand for housing and public investment.

The annual industry report **Swedish Fashion** is published by Svensk Handel in collaboration with the Swedish Fashion Council and Trade Partners Sweden. The report is based on data from Statistics Sweden, PostNord's E-barometer, and trend analysis in the fashion industry. It provides an overview of the fashion industry's revenue, growth, number of companies, employees, and exports, among other aspects. Swedish Fashion also highlights challenges and opportunities within the industry, such as digitalisation, sustainability requirements, and changing consumer behaviour. According to the latest edition of *Swedish Fashion 2024*, the fashion industry had a revenue of SEK 188 billion in 2022 and contributed 0.7% to Sweden's GDP. The sector employs nearly 44,000 people, with a predominantly female workforce (70%). The report also includes e-commerce and shows that it generated a total revenue of SEK 133 billion in 2023, representing a 2% decline compared to 2022. E-commerce in clothing and footwear had a revenue of SEK 19 billion in 2023, representing a 3% increase compared to the previous year. Since 2016, exports from the Swedish fashion industry have doubled and created 12,000 Swedish jobs. These exports amounted to SEK 42 billion in 2022. The report also indicates strong growth in the second-hand fashion market, a vital component of the future fashion industry.

The Magazine Industry in Fgures is published by the Swedish Magazine Publishers Association in collaboration with the Institute for Advertising and Media Statistics (IRM), aiming to increase knowledge about the development of the magazine industry's composition and revenue structure. The report, which was launched in 2024, was the eighth edition in the series and is based on IRM's advertising statistics, analysis of registers from the Royal Library and the Media Authority, and a survey of a selection of titles. A summary of the report indicates that there were approximately 4,050 magazines in Sweden, with a combined revenue of SEK 6.6 billion in 2023, representing a 5% decrease compared to 2022. The magazine industry employs 4,000 people, more than half of whom are journalists. The sector faces several challenges, such as reduced advertising revenue and increased competition from digital platforms. Figures from the report show that digital reader revenue increased by 23% in 2023, but the decline in print newspapers was greater. Just over half of the industry's revenue comes from readers.

In early 2025, Form/Design Center published its new report, **The Design Industry in Sweden**. This is the first report to map over 20,300 active design companies in Sweden, with the aim of making it an annual industry report. Data for the report were collected from various regions, industry organisations, key individuals, the Swedish Companies Registration Office, and Statistics Sweden, among others.The report includes key figures and in total, design companies had a revenue of SEK

78.5 billion in 2023, from 8,479 limited companies with 33,173 employees. Of the 20,372 active design companies in Sweden, the largest share, 5,838 companies, were in graphic design. 98% of the companies are micro-enterprises with fewer than ten employees. The report highlights the lack of clear mapping and knowledge about the Swedish design industry, a gap that the author is attempting to address but which requires further work. The data collection method is based on a list of SNI codes combined with searches in the companies' business descriptions, as well as a review of the main activities of the companies in the sample.

The **Swedish Games Industry 2024: Game Developer Index** is an annual industry report that maps, reports and analyses Swedish game developers' activities and international trends. The report is a compilation of annual reports from the Swedish Companies Registration Office's Business Register and data from Statistics Sweden's Business Register, including limited companies that have game development, publishing, or specialised subcontracting functions as a significant part of their operations. By analysing the data, the report provides an overview of the industry's economic development, employment, and other key figures. It also highlights challenges within the industry, such as long-term skills supply, inclusion and gender distribution. According to the latest edition the games industry in Sweden had a revenue of SEK 34.6 billion in 2023, which is an increase of 6.4% for Swedish-registered companies. In total, including subsidiaries abroad, the industry had a revenue of SEK 90.4 billion, representing a 4.5% cent increase compared to the previous year. In 2023 the industry had 644 new hires domestically, an increase of almost 8% of the total number of employees in the industry. There were 1,010 game development companies, which together employed 9,089 people in Sweden and 15,792 people abroad.

The report **Book Sales Statistics 2024**, the eleventh in the series, was published in 2025 by the Swedish Booksellers Association and the Swedish Publishers Association. It provides an overview of how the Swedish book market has developed over the past year and includes industry voices commenting on the statistics. It also maps book sales data for the period 2018–2024. The statistics in the report are unique and based on a comprehensive collection of data on books in Sweden, where retailers report sales at the ISBN level and the data is then matched with publishers' metadata in Bokinfo's industry-wide database. According to the latest edition, the book industry had a revenue of SEK 5.2 billion in 2024, representing a 1.7% increase compared to 2023. This is also the third time in history that the book industry has exceeded SEK 5 billion in revenue. Of the total revenue, 67% came from printed books. A total of 23 million copies of printed books were sold in 2024, a decrease compared to the previous year. The number of streams of digital audiobooks and e-books reached 45.7 million, and in 2024, revenue from subscription services increased by 6.3%.

The Swedish Federation of Wood and Furniture Industry compiles annual statistics on the Swedish furniture industry based on data from Statistics Sweden and its own sources. In the report **TMF in Figures**, total furniture production, including kitchen furnishings, was estimated at SEK 27.4 billion. The furniture industry comprised of 2,402 companies in 2023, of which 804 employed 12,290 people. The industry is characterised by small and medium-sized companies with an average size of 16 employees. Nearly 1,600 companies are sole traders with no employees. Just over 30,500 people are estimated to be employed in the furniture industry and the total furniture trade in Sweden. The report also highlights that Sweden's furniture exports fell by 6% to SEK 10.4 billion in the first half of 2024 compared with the same period in 2023. The furniture industry had a revenue of SEK 30.5 billion according to the latest updated survey from 2021.

GOVERNMENT AGENCY REPORTS

The Swedish Agency for Cultural Policy Analysis is a government body tasked by the government with evaluating, analysing and reporting on the effects of proposals and measures implemented in the cultural sector, based on national cultural policy objectives. The agency compiles statistics on, among other things, the cultural habits of residents, the activities and audiences of cultural institutions, the economy and the labour market in the cultural sector. It regularly publishes reports in this area, including **Cultural habits**, **Cultural analysis**, and **Culture expenditures in society**. It is responsible for most of the official statistics on culture and leisure. It is also part of the Nordic Knowledge Centre for Cultural Policy, Kulturanalys Norden, which is a Nordic knowledge centre for cultural policy that conducts analyses and investigations on behalf of the Nordic Council of Ministers and the Committee of Senior Officials for Cultural Affairs.

The Cultural Habits report is produced in collaboration with the SOM Institute at the University of Gothenburg. The statistics presented in the **Cultural Habits 2023** report are based on surveys and show that Swedes have a strong interest in culture, which is clearly reflected in the most popular cultural activities in 2023. A full 96% listened to music at least once during the year, making music listening the most common activity among Swedes. TV series and films also had high percentages – 94% and 92%, respectively. 81% read at least one book during the year. In terms of cultural experiences outside the home, 63% visited historical sites, 58% went to the cinema, and 55% visited libraries.

The report **Harmonisation of Nordic Employment Statistics in the Cultural Sector**, produced by Kulturanalys Norden, was published in 2022 and contains a compilation of employment data in the cultural sector across the Nordic countries between 2011 and 2020. The analysis is based on table *Cult23* from the Nordic Statistics Database (NSD) and also highlights opportunities for further harmonisation of statistical standards. In 2020, over 240,000 people were employed in the cultural sector in Sweden, accounting for 4.8% of the total workforce. Of the total 243,300 employees, 131,200 were women and 112,100 were men. Between 2011 and 2020, the number of people employed in the cultural sector in Sweden exceeded 200,000, with 2011 having the lowest share at 219,600 individuals. Compared to the other Nordic countries, Sweden had the highest proportion of people employed in the cultural sector during the specified period.

In 2017, Kulturanalys Norden published a report titled **Kulturstatistik i Norden – en förstudie**, which maps data across eight cultural domains: archives, libraries, visual arts, film, cultural heritage, literature, museums, and performing arts. The survey is based on Eurostat's framework for cultural statistics, ESSnet-Culture, which identifies and defines areas of culture. The statistics have been gathered from national statistical agencies in the Nordic countries, industry organisations, the Nordic Council of Ministers' statistics portal, and previous reviews of Nordic cultural statistics. The section on visual arts in the statistics pertains solely to art galleries and excludes art museums. In Sweden, the Swedish Arts Council collected statistics on art galleries between 2003 and 2008. The report highlights a general lack of statistics in this area across the Nordic region. New statistics on this subject are introduced in the report **Bild och form 2023**.

The thematic report **Make Room on Stage! Cultural Enterprises Want to Grow** was published in 2019 by the Swedish Agency for Economic and Regional Growth and is based on data collected in the 2017 survey Business *Conditions and Reality*. The purpose of the survey was to increase knowledge about SME's, and included around 1,000 companies from CCI of total 10,000 in the survey. Companies shared their experiences of obstacles, opportunities and developments in their industry. The report indicates that the cultural and creative industries comprise a higher proportion of sole traders than the average. The proportion of women in the sector is higher than the average, at 38% compared to 28%. Nearly twice as many cultural and creative companies export compared to the average for companies. The companies are also more innovative, not least in digitalisation, both in their core business and in production and business development. There are several challenges, not least that companies experience greater obstacles to internationalisation compared to the average, and a lack of time for core business and strategic issues is considered a significant obstacle to growth.

The Swedish Agency for Economic and Regional Growth is responsible for tourism accounts, which are part of Sweden's official statistics. Since 2000, the effects of tourism on the economy, exports and employment in Sweden have been measured. In March 2025, the Swedish Agency for Economic and Regional Growth published the report **Tourism Accounts 2019–2023**, which utilises a new method linked to Big Data from credit card companies to support the data used in calculating the impact of tourism on Sweden. The report also measures the impact of tourism at the regional and municipal levels, a new approach compared to previous years. The report estimated total tourism consumption at SEK 386 billion in 2023, representing a 2% increase compared to previous years. Tourism's contribution to the Swedish economy was estimated at 2.4% of GDP in 2022, of which SEK 93 billion was added value in fixed prices from the Swedish tourism industry, including holiday homes, and approximately SEK 47 billion in taxes. In 2022, the hotel and accommodation sector employed the most people, with 30,000 employees, followed by the retail industry, which employed over 27,000 people.

CALCULATIONS AND KEY FIGURES

Key figures for 2021 and 2022 based on data from Statistics Sweden and the calculations underlying the key figures for 2023.

CALCULATIONS FOR 2023

Basis for selection quotas in the quality review of SNI codes 2023.

SELECTION QUOTA PER SNI GROUP	SNI 4+	SNI 3	SNI 2	SNI 1
Revenue, SEK million	18,437	13,870	34,207	540,780
Number of companies	398	1,153	4,435	41,534
Employees	10,256	5,499	12,352	159,825
Revenue ratio of total	15 %	41 %	45 %	95 %
Company ratio of total	15 %	21 %	32 %	82 %
Employee ratio of total	27 %	45 %	41 %	94 %

QUALITY-ASSURED SELECTION	OF ALL
Number of companies	8 %
Revenue	79 %
Employees	62 %

KEY FIGURES FOR 2021 AND 2022 BY COMPANY TYPE

Key figures based on the SNI code selection in *Kreametern*

KEY FIGURES 2021

Corporate form	Revenue, SEK million	Employees
Limited companies	396,433	129,623
Sole traders	13,926	891
Other legal forms	9,449	3,166
Total 2021	**419,807**	**133,680**

KEY FIGURES 2022

Corporate form	Revenue, SEK million	Employees
Limited companies	448,840	148,588
Sole traders	12,908	1,059
Other legal forms	7,315	3,602
Total 2022	**469,063**	**153,249**

SNI 2007 BY INDUSTRY

SNI codes serving as the foundation for quality assurance and the selection of key figures for 2023

SNI CODE	DESCRIPTION	INDUSTRY
13 100	Preparation and spinning of textile fibres	Handicraft
13 200	Weaving of textiles	Fashion
13 300	Finishing of textiles	Fashion
13 910	Manufacture of knitted and crocheted fabrics	Handicraft
13 930	Manufacture of carpets and rugs	Handicraft
13 950	Manufacture of non-wovens and articles made from non-wovens, except apparel	Handicraft
14 110	Manufacture of leather clothes	Fashion
14 120	Manufacture of workwear	Fashion
14 130	Manufacture of other outerwear	Fashion
14 140	Manufacture of underwear	Fashion
14 190	Manufacture of other wearing apparel and accessories	Fashion
14 200	Manufacture of articles of fur	Fashion
14 310	Manufacture of knitted and crocheted hosiery	Fashion
14 390	Manufacture of other knitted and crocheted apparel	Fashion
15 110	Tanning and dressing of leather; dressing and dyeing of fur	Fashion
15 120	Manufacture of luggage, handbags and the like, saddlery and harness	Fashion
15 200	Manufacture of footwear	Fashion
18 110	Printing of newspapers	Press & Radio
18 121	Printing of periodicals	Press & Radio
18 122	Book printing and other printing	Literature
18 130	Pre-press and pre-media services	Press & Radio
18 140	Binding and related services	Literature
18 200	Reproduction of recorded media	Press & Radio
23 130	Manufacture of hollow glass	Handicraft
23 190	Manufacture and processing of other glass, including technical glassware	Handicraft
23 410	Manufacture of ceramic household and ornamental articles	Handicraft
23 490	Manufacture of other ceramic products	Handicraft
27 400	Manufacture of electric lighting equipment	Furniture
31 011	Manufacture of office and shop furniture	Furniture
31 012	Manufacture of office and shop fittings	Furniture
31 021	Manufacture of kitchen furniture	Furniture
31 022	Manufacture of kitchen fittings	Furniture
31 090	Manufacture of other furniture	Furniture
32 120	Manufacture of jewellery and related articles	Handicraft

32 130	Manufacture of imitation jewellery and related articles	Handicraft
32 200	Manufacture of musical instruments	Music
46 160	Agents involved in the sale of textiles, clothing, fur, footwear and leather goods	Fashion
46 420	Wholesale of clothing and footwear	Fashion
47 591	Retail sale of home furniture in specialised stores	Furniture
47 592	Retail sale of office furniture in specialised stores	Furniture
47 595	Retail sale of musical instruments and music scores in specialised stores	Music
47 610	Retail sale of books in specialised stores	Literature
47 621	Retail sale of newspapers in specialised stores	Press & Radio
47 630	Retail sale of music and video recordings in specialised stores	Music
47 711	Retail sale of men's, women's and children's clothing in specialised stores	Fashion
47 712	Retail sale of men's clothing in specialised stores	Fashion
47 713	Retail sale of women's clothing in specialised stores	Fashion
47 714	Retail sale of children's clothing in specialised stores	Fashion
47 715	Retail sale of furs in specialised stores	Fashion
47 721	Retail sale of footwear in specialised stores	Fashion
47 722	Retail sale of leather goods in specialised stores	Fashion
47 783	Retail sale of art in specialised stores; art gallery activities	Art
47 912	Retail sale of clothing via mail order houses or via Internet	Fashion
47 913	Retail sale of books and other media goods via mail order houses or via Internet	Literature
58 110	Book publishing	Literature
58 131	Publishing of daily newspapers	Press & Radio
58 132	Publishing of advertising newspapers	Press & Radio
58 140	Publishing of journals and periodicals	Press & Radio
58 190	Other publishing activities	Press & Radio
58 210	Publishing of computer games	Video games
59 110	Motion picture, video and television programme production activities	Film & TV
59 120	Motion picture, video and television programme post-production activities	Film & TV
59 130	Motion picture, video and television programme distribution activities	Film & TV
59 140	Motion picture projection activities	Film & TV
59 200	Sound recording and music publishing activities	Music
60 100	Radio broadcasting	Press & Radio
60 200	Television programming and broadcasting activities	Film & TV
63 910	News agency activities	Press & Radio
70 210	Public relations and communication activities	Advertising & Communication
71 110	Architectural activities	Architecture
73 111	Advertising agency activities	Advertising & Communication
73 112	Delivery of advertising material	Advertising & Communication
73 119	Other advertising activities	Advertising & Communication
73 120	Media representation	Advertising & Communication
74 101	Industrial and fashion design	Design
74 102	Graphic design	Design

74 103	Activities of interior decorators	Design
74 201	Portrait photography	Photography
74 202	Advertising photography	Photography
74 203	Press and other photography	Photography
74 204	Photographic laboratory activities	Photography
74 300	Translation and interpretation activities	Literature, Film & TV
77 220	Renting of video tapes and disks	Film & TV
85 521	Activities of municipal culture schools	Performing arts
85 522	Other cultural education	Performing arts
90 010	Performing arts	Performing arts
90 020	Support activities to performing arts	Performing arts
90 030	Artistic creation	Artistic creation
90 040	Operation of arts facilities	Performing arts
91 011	Library activities	Literature
91 012	Archives activities	Archives, Heritage & Museums
91 020	Museums activities	Archives, Heritage & Museums
91 030	Operation of historical sites and buildings and similar visitor attractions	Archives, Heritage & Museums

LIST OF NEW CODES IN SNI 2025

Codes from the selection in SNI 2007 that are affected by the update to SNI 2025

SNI CODE 2007	DESCRIPTION	SNI CODE 2025	DESCRIPTION
13 200	Weaving of textiles	13 200 13 960 23 999	Weaving of textiles Manufacture of other textiles Manufacture of abrasive products and non-metallic mineral products n.e.c.
13 950	Manufacture of non-wovens and articles made from non-wovens, except apparel	13 950	Manufacture of non-wovens and non-woven articles
14 110	Manufacture of leather clothes	14 240	Manufacture of leather clothes and fur apparel
14 120	Manufacture of workwear	14 230	Manufacture of workwear
14 130	Manufacture of other outerwear	14 210 14 100	Manufacture of outerwear Manufacture of knitted and crocheted apparel
14 140	Manufacture of underwear	14 220 14 100 14 210	Manufacture of underwear Manufacture of knitted and crocheted apparel Manufacture of outerwear
14 190	Manufacture of other wearing apparel and accessories	14 290 14 100 14 210 14 220	Manufacture of other wearing apparel and accessories n.e.c. Manufacture of knitted and crocheted apparel Manufacture of outerwear Manufacture of underwear

14 200	Manufacture of articles of fur	14 240	Manufacture of leather clothes and fur apparel
14 310	Manufacture of knitted and crocheted hosiery	14 100	Manufacture of knitted and crocheted apparel
14 390	Manufacture of other knitted and crocheted apparel	14 100	Manufacture of knitted and crocheted apparel
15 110	Tanning and dressing of leather; dressing and dyeing of fur	15 110	Tanning, dressing, dyeing of leather and fur
15 120	Manufacture of luggage, handbags and the like, saddlery and harness	15 120	Manufacture of luggage, handbags, saddlery and harness of any material
18 122	Book printing and other printing	18 122 13 300	Book printing and other printing Finishing of textiles
18 140	Binding and related services	18 140	Binding and related services
23 190	Manufacture and processing of other glass, including technical glassware	23 150	Manufacture and processing of other glass, including technical glassware
23 490	Manufacture of other ceramic products	23 450	Manufacture of other ceramic products
31 011	Manufacture of office and shop furniture	31 001	Manufacture of office and shop furniture
31 012	Manufacture of office and shop fittings	31 002	Manufacture of office and shop fittings
31 021	Manufacture of kitchen furniture	31 003	Manufacture of kitchen furniture
31 022	Manufacture of kitchen fittings	31 004	Manufacture of kitchen fittings
31 090	Manufacture of other furniture	31 009	Manufacture of other furniture and mattresses
46 160	Agents involved in the sale of textiles, clothing, fur, footwear and leather goods	46 160	Activities of agents involved in the wholesale of textiles, clothing, fur, footwear and leather goods
47 591	Retail sale of home furniture in specialised stores	47 551	Retail sale of furniture
47 592	Retail sale of office furniture in specialised stores	47 551	Retail sale of furniture
47 595	Retail sale of musical instruments and music scores in specialised stores	47 691	Retail sale of musical instruments and music scores
47 610	Retail sale of books in specialised stores	47 611 47 612	Retail sale of books, except via the internet or mail order Retail sale via the internet or mail order of books
47 621	Retail sale of newspapers in specialised stores	47 621	Retail sale of newspapers
47 622	Retail sale of office supplies in specialised stores	47 622	Retail sale of office supplies
47 630	Retail sale of music and video recordings in specialised stores	47 693	Retail sale of media for music and images
47 711	Retail sale of men's, women's and children's clothing in specialised stores	47 711 47 712	Retail sale of clothing, except via the internet or mail order Retail sale of clothing via the internet or mail order
47 712	Retail sale of men's clothing in specialised stores	47 711 47 712	Retail sale of clothing, except via the internet or mail order Retail sale of clothing via the internet or mail order
47 713	Retail sale of women's clothing in specialised stores	47 711 47 712	Retail sale of clothing, except via the internet or mail order Retail sale of clothing via the internet or mail order
47 714	Retail sale of children's clothing in specialised stores	47 711 47 712	Retail sale of clothing, except via the internet or mail order Retail sale of clothing via the internet or mail order
47 715	Retail sale of furs in specialised stores	47 711 47 712	Retail sale of clothing, except via the internet or mail order Retail sale of clothing via the internet or mail order
47 721	Retail sale of footwear in specialised stores	47 721	Retail sale of footwear
47 722	Retail sale of leather goods in specialised stores	47 722	Retail sale of bags, luggage and leather goods
47 783	Retail sale of art in specialised stores; art gallery activities	47 692	Retail sale of art and gallery activities
47 912	Retail sale of clothing via mail order houses or via Internet	47 712 47 723 47 792 47 920	Retail sale via the Internet or mail order of clothing Retail sale via the Internet or mail order of footwear and leather goods Retail sale of other second-hand goods Agency services for specialised retail trade

47 913	Retail sale of books and other media goods via mail order houses or via Internet	47 612 47 621 47 622 47 694 47 791 47 920	Retail sale via the Internet or mail order of books Retail sale of newspapers Retail sale of office supplies Retail sale via the Internet or mail order of other cultural and leisure goods Retail sale of antiques and second-hand books Agency services relating to specialised retail trade
58 110	Book publishing	58 110	Publishing of books
58 120	Publishing of directories and mailing lists	58 190	Other publishing activities, except software publishing
58 131	Publishing of daily newspapers	58 121	Publishing of daily newspapers
58 132	Publishing of advertising newspapers	58 122	Publishing of advertising newspapers
58 140	Publishing of journals and periodicals	58 130	Publishing of journals and periodicals
58 190	Other publishing activities	58 190	Other publishing activities, except software publishing
58 210	Publishing of computer games	58 210	Publishing of video games
59 130	Motion picture, video and television programme distribution activities	59 130	Motion picture and video distribution activities
59 200	Sound recording and music publishing activities	59 200	Sound recording and music publishing activities
60 100	Radio broadcasting	60 100	Radio broadcasting and audio distribution activities
60 200	Television programming and broadcasting activities	60 200	Television programming, broadcasting and video distribution activities
63 910	News agency activities	60 310	News agency activities
74 101	Industrial and fashion design	74 110 74 120 74 130 74 140	Industrial design and fashion design Graphic design and visual communication Interior design Other specialised design activities
74 102	Graphic design	74 120 74 110 74 130 74 140	Graphic design and visual communication activities Industrial product and fashion design activities Interior design activities Other specialised design activities
74 103	Activities of interior decorators	74 130 74 110 74 120 74 140	Interior design activities Industrial product and fashion design activities Graphic design and visual communication activities Other specialised design activities
74 201	Portrait photography	74 200 18 122	Photographic activities Printing of books and other printed materials
74 202	Advertising photography	74 200 18 122	Photographic activities Printing of books and other printed materials
74 203	Press and other photography	74 200 18 122	Photographic activities Printing of books and other printed materials
74 204	Photographic laboratory activitiest	74 200 18 122	Photographic activities Printing of books and other printed materials
77 220	Renting of video tapes and disks	77 220	Rental and leasing of other personal and household goods
90 010	Performing arts	90 200	Activities of performing arts
90 020	Support activities to performing arts	90 390	Other support activities to arts and performing arts
90 030	Artistic creation	90 110 90 120 90 130 91 300	Literary creation and musical composition activities Visual arts creation activities Other arts creation activities Conservation, restoration and other support activities for cultural heritage
90 040	Operation of arts facilities	90 310	Operation of arts facilities and sites
91 011	Library activities	91 110	Library activities
91 012	Archives activities	91 120	Archive activities
91 020	Museums activities	91 210	Museum and collection activities
91 030	Operation of historical sites and buildings and similar visitor attractions	91 220	Historical site and monument activities

SSYK BY INDUSTRY

SSYK and industry classification forming the basis of the key figures presented on pages 26–29

CODE	DESCRIPTION	INDUSTRY
1242	Information, communication and public relations managers, level 2	Advertising & Communication
2161	Architects	Architecture
2162	Landscape architects	Architecture
2163	Architects, town and traffic planners	Architecture
2171	Product designers, industrial	Design
2172	Graphic designers	Design
2173	Game and digital media designers	Video games
2179	Fashion designers and related professionals	Fashion
2431	Advertising and marketing professionals	Advertising & Communication
2432	Public relations professionals	Advertising & Communication
2513	Games and digital media developers	Video games
2519	ICT-specialist professionals not elsewhere classified	Design
2621	Museum curators and related professionals	Cultural Heritage
2622	Librarians and archivists	Cultural Heritage
2641	Authors and related writers	Literature
2642	Journalists and related professionals	Press & Radio
2643	Translators, interpreters and other linguists	Literature
2651	Visual artists and related artists	Art
2652	Musicians, singers and composers	Music
2653	Choreographers and dancers	Performing arts
2654	Film, stage and related directors and producers	Performing arts
2655	Actors	Performing arts
3339	Business services agents not elsewhere classified	Performing arts
3431	Photographers	Photography
3432	Interior designers and decorators, scenographers	Performing arts
3433	Stage managers and related associate professionals	Performing arts
3439	Artistic and cultural associate professionals not elsewhere classified	Performing arts
3521	Broadcasting and audio-visual technicians	Film & TV
3522	Light, sound and stage technicians	Performing arts
4410	Library and filing clerks	Literature
5113	Travel guides	Cultural Heritage
7211	Metal moulders and related workers	Handicraft
7221	Blacksmiths, hammersmiths and forging press workers	Handicraft
7312	Jewellery and precious metal workers	Handicraft
7319	Musical instrument makers and other handicraft workers	Music
7321	Pre-press technicians	Literature
7322	Printers	Press & Radio
7323	Bookbinders and related workers	Literature
7521	Wood treaters	Handicraft
7522	Cabinet-makers and related workers	Handicraft
7531	Tailors and related workers	Fashion
7532	Sewers, embroiderer and related workers	Fashion
7533	Upholsterers and related workers	Handicraft
7534	Leather craft workers, shoemakers and related workers	Fashion
8151	Machine operators, bleaching, dyeing and cleaning	Fashion
8159	Machine operators not elsewhere classified, textile, fur and leather products	Fashion

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