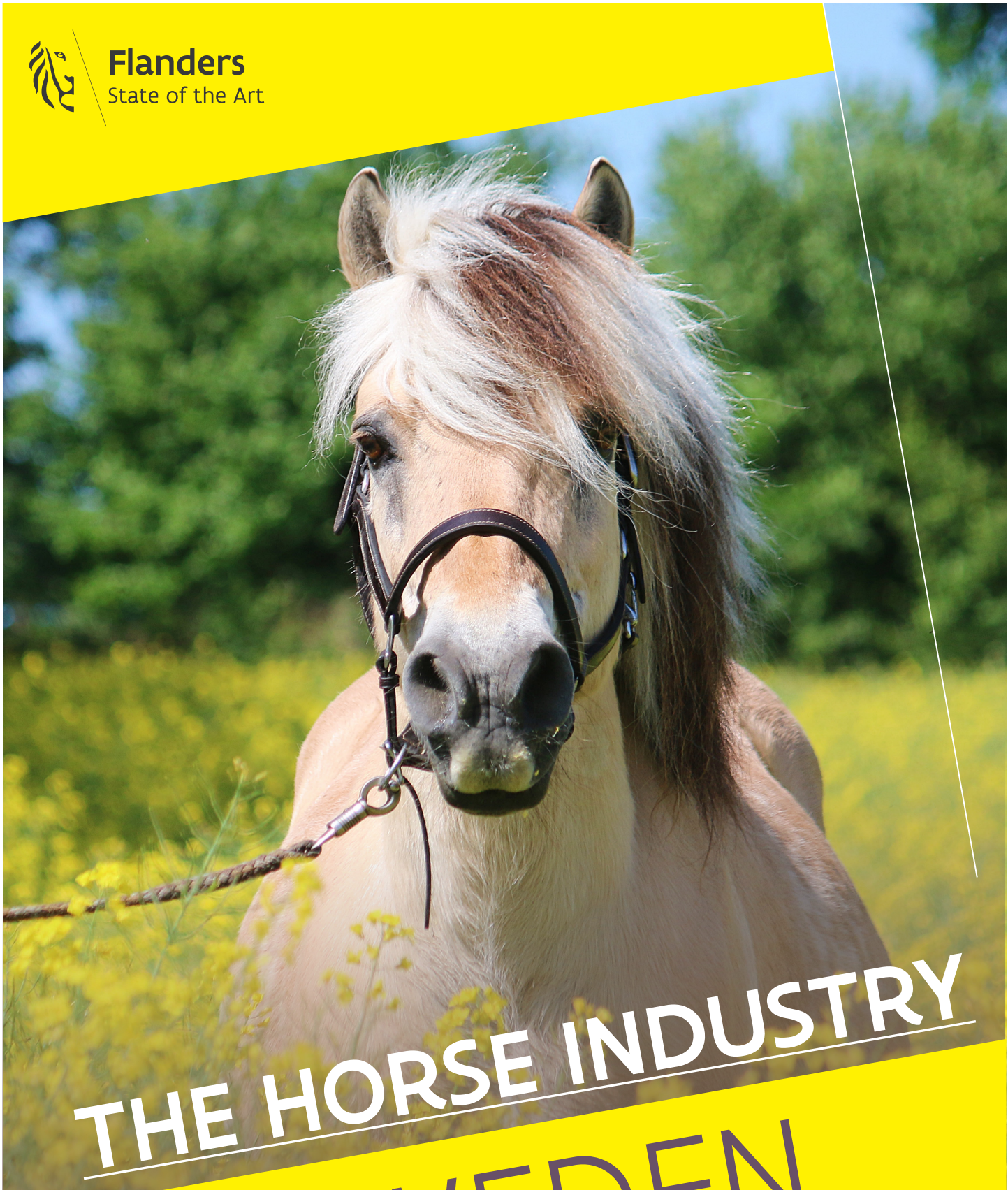




Flanders
State of the Art



THE HORSE INDUSTRY IN SWEDEN

FLANDERS INVESTMENT & TRADE MARKET SURVEY



Overview of the horse industry in Sweden



August 2023

Flanders Investment & Trade Agency
c/o Embassy of Belgium
Kungsbroplan 2, 2nd floor
Kungsholmen - Stockholm
Sweden

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1. INTRODUCTION

The Swedish horse industry is one the largest horse industries in Europe. In Sweden itself, sports surrounding horses are very popular as a large number of people go to watch and visit the tracks. The industry generates a turnover of over 45 billion SEK (about €4 billion). A lot of people in Sweden of all ages participate in the horse sports. As it is such a big market, there are multiple companies related to all departments of the horse industry, several large fairs focussing on horses and of course associations that support the horse market in Sweden. In this report we provide you with some statistics, and give an overview of the major players

The sector offers a variety of commercial opportunities, be it for leisure, sports (amateur or professional), veterinary medicine or scientific collaboration.

2. OVERVIEW

In 2022, the number of horses in Sweden was significantly large. In total there are 360 000 horses in Sweden, which means there are 34 horses for every 1000 people in the country. As mentioned in the introduction, horse riding and everything to do with horses is very popular. Every year, over 1 200 000 people visit the racing tracks in Sweden. Annually, 500 000 people ride a horse regularly, which means multiple times a week and another 500 000 people on top of that have regular contact with horses.

To support all these people who love the sport or the animals, in 2022 more than 850 horse riding clubs were located around the whole country. Horse riding is not only popular among adults, but also among the youth of Sweden. This can be proven by the fact that 200 000 young Swedes are member of a riding club.

It is the 3rd most popular sport amongst young Swedes (age range 7 - 25 years), after soccer and hockey (statistics 2018 - Svenska Ridsportförbundet). Equestrian is the 9th largest sport in Sweden in terms of number of active people in sports

According to a study made in 2020 by the Högskolan Dalarna (<http://du.diva-portal.org/smash/get/diva2:1452738/FULLTEXT01.pdf>), more than 50% of the 850 horse riding clubs, are also riding schools ("ridskola"). 400 professional trainers with an A-license are active. Riding instructors are taught at the national riding school at Strömsholm (100 km outside of Stockholm), which is also the home of the Swedish Equestrian Federation

When looking at the horse market, the total turnover of the whole horse industry in Sweden has been estimated between 45-50 billion SEK, which is around €4-4,5 billion. The industry also accounts for 0.5% of the GDP of Sweden. As a part of this industry, 200 equestrian shops can be found in Sweden (statistics 2019). Currently the horse industry provides jobs for over 30,000 people, of which about 18,700 full-year employees. Non-profit work also plays a big role in the horse industry in Sweden. The total value of the non-profit work in horse sports is an estimated 900 million SEK per year. This is a great accomplishment for the industry.



Through this link you can find more detailed numbers and information of the Swedish market, but unfortunately the latest updated numbers are from 2019:

<https://hastnaringen-i-siffror.se/home.aspx>
<https://hastnaringen-i-siffror.se/socialEcoAna.aspx?rid=1000>

Equine-assisted Activities & Therapy (EAAT) is an important niche sector. It includes therapeutic horse riding, hippotherapy, equine-assisted learning, equine-assisted psychotherapy. Horse riding is Sweden’s 2nd largest sport for people with disabilities. Horse riding offers a meaningful recreational activity to about 4000 people with disabilities. Horses are also increasingly used in preventive healthcare and rehabilitation to end drug addiction, social exclusion and so forth. Companies offering such services are for example Söderåsens Forsgård AB (<https://soderasensforsgard.se/>), Ridterapi Novalis (www.ridterapi-novalis.se), Hippopower (www.hippopower.se).

3. PROFESSIONAL SPORT

Horse racing is one of the most popular sports in Sweden, and harness racing (trotting) in particular.

Sweden has 33 horse racing tracks, spread all over the country, which are mainly used for trotting.

Links to all **33 Swedish trotting** racetracks can be found on www.sverigetravet.se and more specifically on www.sverigetravet.se/travbanor.

Trotters, and the people who work with them, are part of the fabric of Swedish society. Racedays are well attended and betting - conducted through the ATG betting agency (www.atg.se) - is extremely popular.

Racing is conducted throughout the length of the country, including in the far north - one of the ATG’s ‘Ten Major Races’ for 2022 is the Norbottens Stora Pris, held in the midnight sun in Boden, Sweden’s northernmost racetrack.

The best-known race in Sweden is the Elitloppet (www.elitloppet.se), held at Solvalla racetrack in Stockholm. Held over one mile on the last weekend in May, the winner is decided after two qualifying rounds and a final on the same day. With a first prize of 3 million Swedish Kronor (about €270 000), it is one of the most prestigious trotting races in the world. Four North American-trained horses have won it, including the champions **Mack Lobell**, **Billyjojimbob**, **Fresh Yankee** and **Moni Maker**. Other notable winners include Varenne, Victory Tilly, Timoko, Sea Cove and Roquepine.

Solvalla Travbana (www.solvalla.se), a 1000 m track, also play host to the Jubileumspokalen (www.travronden.se/travsport/travtavling/svenska-lopp/storlopp/jubileumspokalen), a one-mile event for 5-year-olds in August which is another of Sweden’s ‘Ten Major Races’, along with the Swedish Trotting Criterium for 3-year-olds in September.



Another important venue is Aby (www.abytravet.se), on the outskirts of Gothenburg, Sweden's second-largest city. Also a 1000 m track, Aby's notable races include the Paralympiatravet (2140 m, a little less than 1 3/8 miles) in May and the Aby Stora Prisin mid-August over 3140 m (nearly two miles).

The other major Swedish track is Jägersro (www.jagersro.se), near the southern city of Malmö. It was opened in 1907, and is 1 of the oldest in the country. It hosts the Hugo Aberg's Memorial in July and the Swedish Trotting Derby in September. Sweden also has its own 'Breeders Crown Series', which concludes with four finals in November at Eskilstuna (west of Stockholm).

HORSE RACING (GALOPP)

- Though it is of less importance than harness racing, thoroughbreds also play a role in Sweden.
- the most important track for gallopers is Bro Park, northwest of Stockholm, which hosts the Stockholm Cup in September - www.svenskgalopp.se/banor-evenemang/bro-park/
 - Jagersro Galopp is the only track in Sweden that organizes both flat racing and trotting. The racing season starts in April and ends in November. Svensk Galopp organizes 24 race days at Jägersro Galopp
 - Göteborg Galopp. The racecourse was inaugurated in 2002, and hosts 9 racedays per year

More info on www.horseracingsweden.com/racecourses-and-events/

JUMPING/DRESSAGE/EVENTING

Some big international competitions are being organized in Sweden, such as the Longines Global Champions Tour (www.gcglobalchampions.com) - with a stop in Stockholm in June.

According to statistics of the FEI, in 2023 there were 1407 horses registered at the Swedish Equestrian Federation (<https://data.fei.org/NFPages/NF/Details/Federation/122/SVENSKA-RIDSPORTF%C3%96RBUNDET->), of which:

- 866 for jumping
- 170 for dressage
- 200 for eventing
- 99 for driving
- 43 for endurance

Horse registrations (horses may be registered for more than one discipline):

Year	Jumping	Dressage	Eventing	Driving	Endurance	Reining	Vaulting	Para Dressage	Para Driving	Total
2019	1016	209	225	84	88	10	19	11	2	1647
2020	937	141	231	44	65	0	2	6	0	1415
2021	928	127	242	74	52	0	18	6	0	1434
2022	1080	172	233	88	50	0	17	15	0	1653
2023	891	173	210	101	46	0	19	15	0	1452

Some of the best Swedish jumping riders are:

- Henrik Von Eckermann (participated in the last 3 Olympic Games; 1 gold medal team jumping in 2020). PS It was Sweden's first equestrian jumping Olympic title since Paris 1924!
- Peter Fredricson (totals 4 medals in Olympic Games, including the gold in team jumping 2020).



Slotsskogen Djurpark - <https://goteborg.se/wps/portal/enhetssida/slottsskogen/djurpark>

- Located at: Slottsskogspromenaden, 414 76 Göteborg
- At this zoo you can see “Gotlandsruss”

Parken Zoo - www.parkenzoo.se/

- Located at: Flackstavägen 13 B, 632 22 Eskilstuna
- At this zoo you can see “Amerikansk miniatyrhäst”

Mickelbo Gård - <https://mickelbo.se/>

- Located at: Mickelträsk 35, 92267 Taveljö
- At this zoo you can see three races of horses → races not mentioned

Gotlands Djurpark - <https://gotlandsdjurpark.se/>

- Located at: Eskelhem Unghanse 333, 622 70 Gotlands Tofta
- At this zoo you can see “Islandshäst” & “Irish Cob” & “Shetlandsponny”

5. R&D – BREEDING – EDUCATION – VETERINARY SERVICES

The **Swedish University of Agricultural Sciences** (Sveriges Lantbruksuniversitet - SLU) in Uppsala is a very well-known University, and ranked 25th worldwide for veterinary sciences in the QS World University Ranking (www.topuniversities.com/university-rankings/university-subject-rankings/2023/veterinary-science?&page=0).

PS: Ghent University is ranked 13th in that same listing.

At the **University Veterinary Hospital of the SLU** - more in particular the Horse Clinic (“Hästklinik”) - they accept horses from all over the country, either directly or on referral from a veterinarian. They offers services like teeth and oral care, nutrition, but also castrations, and other operations for which they have advanced diagnostic equipment.

More info on www.universitetsdjursjukhuset.se/hastkliniken/.

Research at the Faculty for Veterinary Medicine is done within the Institute for Clinical Sciences www.slu.se/en/departments/clinical-sciences/.

The department’s activities are divided in 13 different subjects, where the goal is to conduct high-quality clinical veterinary research (www.slu.se/en/departments/clinical-sciences/forskning-vid-institutionen-for-kliniska-vetenskaper/).

2 of those subjects are focussing on horses:

- Equine Medicine - encompasses the wide range of problems horse owners observe or perceive in their animals as not functioning normally, or exhibiting signs of illness.
- Large animal surgery - includes indicated and relevant surgical treatments of horses and pigs, as well as large and small ruminants commonly kept in Sweden, in clinical practice, education, as well as research and development of methods.



The SLU is the only university in Sweden that offers a university veterinary program.

Next to this, the University offers a special program “Hippologie”, to obtain a degree of Bachelor of Science in Equine Science (www.slu.se/globalassets/ew/org/inst/hippo/anmalan/anmalan-2022/anvisningar-for-anmalan-2022-hippologprogrammet.pdf)

Also forming part of SLU is the **SLU Hästcentrum** (SLU Horse Centre), based in Skara: a competence - development - research center (www.slu.se/centrumbildningar-och-projekt/hastcentrum/).

VETERINARIANS: next to the independent ones, there are also 4 groups of District Veterinarians (“Distriktsveterinärerna”) - <https://distriktsveterinarerna.se/>. There are smaller and larger practices spread all over Sweden. They offer services like oral/teeth care, inspections for selling and buying horses, certificates, castration of young horses and so on.

The **State Veterinary Medical Institute** (Statens Veterinärmedicinske Anstalt - SVA) - www.sva.se/om-oss, is also based in Uppsala.

SVA promotes animal and human health, Swedish animal husbandry and our environment with diagnostics, research, preparedness and advice

The **Swedish Horse Industry Foundation (HNS)** has overall responsibility for Sweden’s national equine centres at **Flyinge, Strömsholm** and **Wången**.

FLYINGE - www.flyinge.se/in-english

- Since 1983 Flyinge AB is owned by a trust and has a wide range of activities, including breeding of the Swedish Warmblood, equestrian sports, veterinary medicine, training and various events. There are about 200 horses at Flyinge, of which around 30 breeding stallions are included in the Flyinge stallion program. The stud consists of a number of high-class brood mares and about 70 young horses. The best of them are used for breeding and the others are trained for school or for sale.

Flyinge has a large number of high-class **jumping** and **dressage** horses. The stallions have a very good reputation worldwide, both in breeding circles and in equestrian sports. Demand for deep-frozen semen is increasing in Sweden as well as internationally, and **Flyinge now exports sperm to about 10 countries**.

STRÖMSHOLM - www.stromsholm.com

- Strömsholm’s important research work covers all the specialist areas of the horse-riding school, elite horse riding and the needs of thoroughbred horses.

Wången - www.wangen.se/in-english

- Wången is Sweden’s national centre for the education & development of harness racing and Icelandic horse riding



6. ASSOCIATIONS

The Swedish Horse Industry Foundation - <https://hastnaringen.se/in-english/>

“We are an umbrella organisation that aims to improve conditions for all horses and horse lovers - big and small, well-known profiles to amateurs, regardless of sport or association affiliation. Common to our partner organisations is the horse - we believe there is a horse for everyone.”

The Foundation was started in 1992 by ATG (Swedish Horseracing Totalisator Board) and LRF (Federation of Swedish Farmers) on a mandate from the government.

HNS is financed by funds from the Swedish Trotting Association and the Swedish Horseracing Authority through an agreement with the Swedish government.

Areas of focus include:

- Education, breeding and rearing. HNS has overall responsibility for Sweden’s national equine centres at [Flyinge](#), [Strömsholm](#) and [Wången](#). These are the engines of development and education for the Swedish horse sector.
- Providing a forum for all participants within the Swedish equine sector to come together and work for the common good of the sector.

SPORT ASSOCIATIONS

The Swedish Equestrian Association – Svenska Ridsportförbundet (<https://ridsport.se/>) 850 clubs are members of this association, and counting over 154 000 members (of which 106 000 are licensed riders), 90% of whom are female.

Svensk Galopp - www.svenskgalopp.se

Svensk Travsport - www.travsport.se

Svenska Ponnyavelsförbundet - www.spaf.info pony sports association

BREEDING ASSOCIATIONS

ASVT - AVELSFÖRENINGEN FÖR SVENSKA VARMBLODIGA TRAVHÄSTEN - www.asvt.se the breeding association for the Swedish Warm-blooded trot horse.

The Swedish Warmblood Association - <https://swb.org/#>

“SWB is a nationwide breeding organisation with the aim of supporting and developing the breeding, rearing, training and marketing of Swedish Warmblood horses. Swedish Warmbloods are internationally competitive in show jumping, dressage and eventing”.

Website also has general information about horse breeding (“avel” in Swedish).



Svenska Hästavelsförbundet (SH) - www.svehast.se

The Swedish Horse Stud Association. SH is the breeding organization for Dartmoor Pony, Russian Bashkir, Shagya Arab, Caspian Horse, American Curly, Shire, Haflinger, Clydesdale, American Miniature Horse, Exmoor Pony and Kiger Mustang. It also issues passports for crossbreeds, horses with unknown lineage, purebred horses without a Swedish breeding organization and other equines such as donkeys and zebras

Svenska Islandshästförbundet, SIF - www.icelandichorse.se/

Svenska Ardennerhästen - www.ardennerforeningen.nu/den-svenska-ardennerhasten/

The Swedish Ardenner Horse Breeding Association

7. COMPANIES & ORGANIZATIONS IN THE INDUSTRY

7.1 ANIMAL CLINICS / SURGEONS /VETERINARIANS

Evidensia Djursjukvård - <https://evidensia.se/>

- HQ is located at: Östhammarsgatan 74, 115 28 Stockholm
- Around 2600 employees
- Website for horses: <https://evidensia.se/hast/>
- 71 clinics in Sweden
 - Of which 9 horse clinics: <https://evidensia.se/hast/klinik/>

Hallands Djursjukhus - <https://hallandsdjursjukhus.se/>

- HQ is located at: Björkgatan 19, 311 68 Slöinge
- 6 clinics for horses → can easily be found on website - click on Hitta klinik - häst

Mälaren Hästklirik - <https://hastklirik.se/>

- HQ is located at: Halgesta 215, 193 91 Sigtuna
- 6 clinics → advised to check out which clinic provides which services on their website

SLU University Animal Hospital, UDS - www.universitetsdjursjukhuset.se/en/

- HQ is located at: SLU Ultunaallén 5A, 750 07 Uppsala
- Horse clinic and ambulatory clinic

Brunmåla Häst - www.brunmala.se/hem/

- HQ is located at: Frestavägen 6, 187 70 Täby
- Full-service clinic → which services are included can be found on their website

Hästspecialisten - www.hastspecialisten.se/

- HQ is located at: Säby, Vallby 8, 734 93 Kolbäck
- Mobile horse clinic → they treat the horses at your location
- Advised to look on their website to see which services they provide

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7.4 BREEDERS

Ekhagens Stuteri - <http://ekhagensstuteri.se/index.html>

- Located at: Saveryd 715, 395 95 Rockneby
- Horses for sale: <http://ekhagensstuteri.se/for-sale.html>
- Breed Swedish warmbloods, previously had Connemara breeding

Stall Herkules - <https://stallherkules.com/>

- Located at: Silvåkra Gård, 264 94 Klippan
- Breed Shire and Clydesdale horses

Menhammar Stuteri - www.menhammar.com/

- Located at: Gård, Menhammar allé 90, 178 90 Ekerö
- Stallions, broodmares, foals, yearlings
- Also training and racing

Stuteri Exzentric - <https://stuteri-exzentric.webnode.se/>

- Located at: Stavsborgsvägen 61, 179 97 Färentuna
- Small breeding of Welsh ponies section A, B and WPB

Väsby Stuteri - <http://vasbystuteri.se/>

- Located at: Johan Nådigs väg 44, 762 93 Rimbo
- Breeds Icelandic horses

Gocksta Stuteri - www.gockstastuteri.com/en/

- Located at: Dingtuna Gocksta, 72592 Västerås
- Breeds all kind of horses for jumping, trotting and dressage.

Eklunda Stuteri - www.eklunda.com/

- Located at: Täby 313, 705 94 Örebro
- Advised to check out their website to see what kind of horses they breed

Brodda Stuteri - <https://brodda.se/>

- Located at: Brodda 18, 274 91 Skurup
- Emphasis on own breeding and boarded horses
- Has complete training facility straight, round and hilly forest course

Lovsta Stuteri - www.lovstastuteri.se

- Located at: 71692 Fjugesta (near Örebro)
- Breeding of trotting horses

Wängsiöbergs Stuteri - www.wangsioberg.se

- Located at: 762 95 Rimbo (55km north of Stockholm)
- Focus on young horse training
- Breeding of jumping horses since 1985

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For other players in the field (horse semen, stable & riding hall builders, fodder, horse fencing, wholesalers, health products, horse trucks & vehicles, web shops & e-commerce) please contact our FIT Stockholm office (stockholm@flanderstrade.com).

7.8 MAGAZINES/NEWS

RIDSPORT - www.tidningenridsport.se

Publisher: Tidnings AB Ridsport, 619 21 Trosa

Ridsport is the magazine for all horse people. In Ridsport you get everything you need to know about equestrian sports, breeding and news in horse-Sweden. There are reports on the hottest riders, trainers, breeders and horses. You get to read about the horse's health, feed and equipment. Ridsport started in 1972 and is the broad equestrian magazine in Sweden.

Paper version & online version (e-newspaper) available.

The magazine is published every 2 weeks (24 publications a year). 62 000 readers (2020) - 75% of the readers are women 16-24 and 45-54 years of age.

HIPPSON - www.hippson.se

Publisher: Hippson Aktieföretaget, 302 42 Halmstad (owners Perlavita AB – belonging to the Axel Johnson Group).

Started in 2005. Publish media products for the broad target group within equestrian sports.

6 editions/year. Hippson has about 35 000 recipients of its newsletter. Strong social media presence with 92 000 followers on Facebook and 48 000 on Instagram.

Has been acquired by Everysport Group AB in June 2023. Purchase price 2,5 million SEK

8. EQUESTRIAN EVENTS & FAIRS

EuroHorse - <https://eurohorse.se/>

- Largest horse fair in Scandinavia and one of the biggest in the world
- Yearly
- Normally in February in Gothenburg
- 2020: 72 612 visitors. No editions in 2021 and 2022 due to covid
- 2023 edition: 190 exhibitors, 76.317 visitors. List of exhibitors: please contact our office
- 2024 edition will take place from 22 - 25 February
- Next to the exhibition there are also showcases and seminars
- Contact: <https://en.eurohorse.se/contact/>
- The Gothenburg Horse Show is being organized in parallel at 'Scandinavium' (www.gothenburghorseshow.com/)

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Falsterbo Horse Show - www.falsterbohorseshow.se

- International jumping & dressage competition + exhibition
- Falsterbo (near Malmö)
- July during 1 week
- Yearly event
- About 64 000 visitors
- Started in 1965
- Have their own magazine specially for the show (12 000 printed copies): FHS Magazine

Sweden International Horse Show - www.horseshow.se

- Competition (jumping, dressage, ...) + trade fair (with about 100 retailers)
- Stockholm (in Friends Arena Solna since 2014)
- Nov - dec 2023, 4 day event
- Started in 1993. Yearly edition
- In 2021 84 000 people attended the event (2020 no event because of covid)
- Contact for booth at the Fair: <https://en.horseshow.se/massan/> - www.horseshow.se/kontakt

Hästsportmässan - www.hastsportmassan.se

- Small specialized trade fair - b2b only
- ÅHAGA • BORÅS
- 22 - 23 September 2023
- Meetings between stores, retailers, entrepreneurs, suppliers, wholesalers, agents and distributors
- Semi-annually → around 1000 visitors per weekend
- www.hastsportmassan.se/kontakt/

Longines Global Champions Tour (LGCT) - www.gcglobalchampions.com

- The only stop in Scandinavia of this equestrian event
- Stockholm (Olympic Stadium of 1912)
- Every year in June, since 2019
- Jumping show & competition
- Number of visitors: not known

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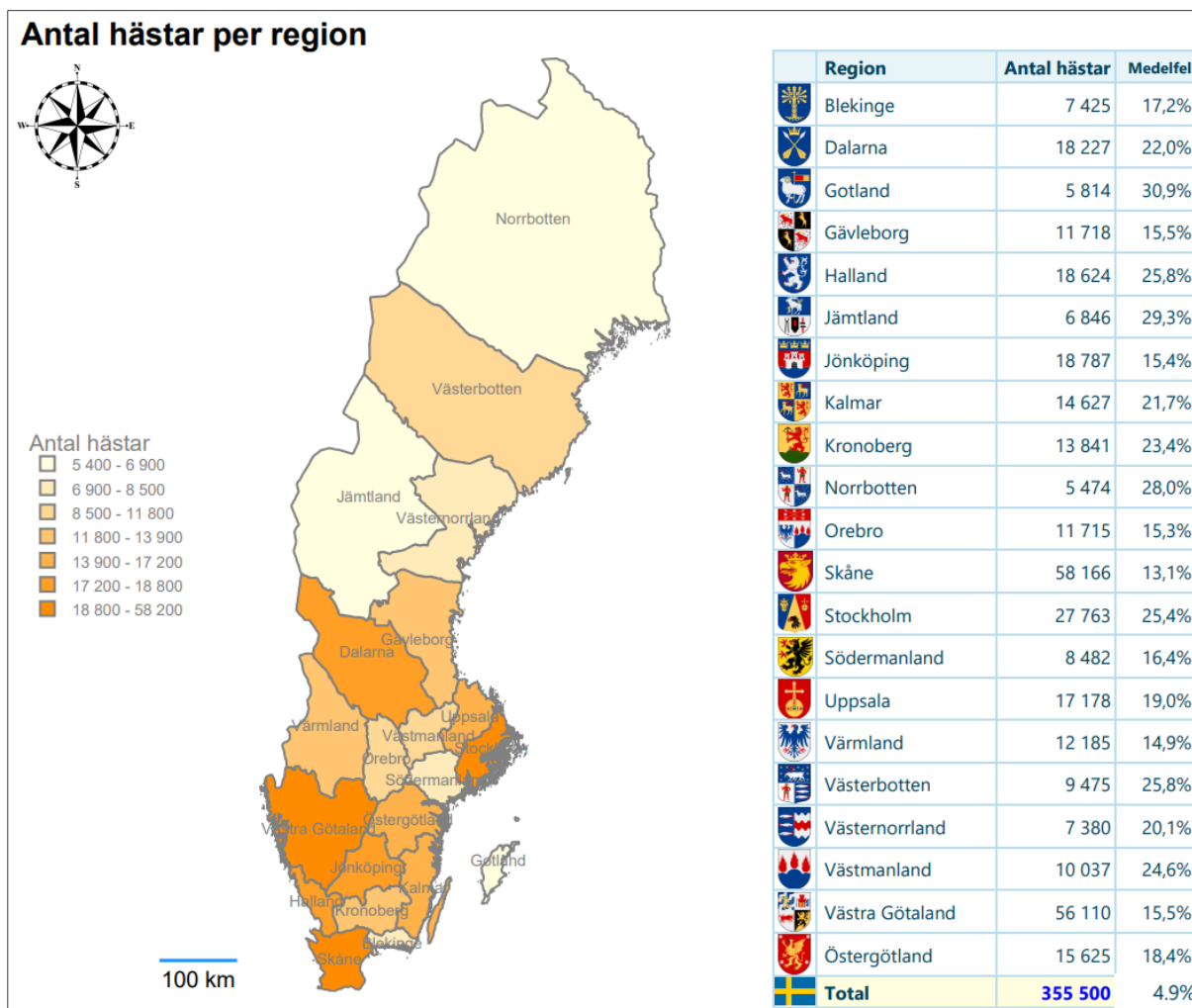
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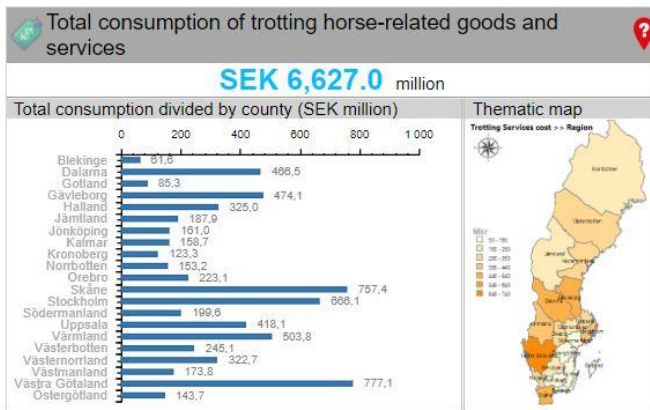
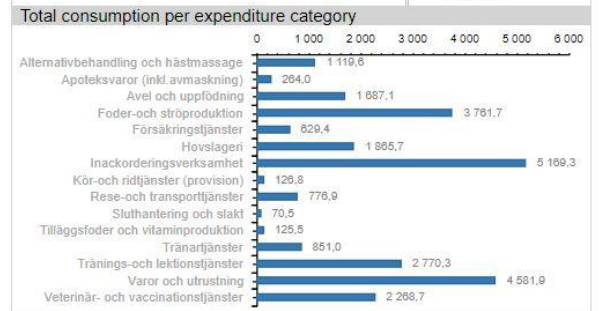
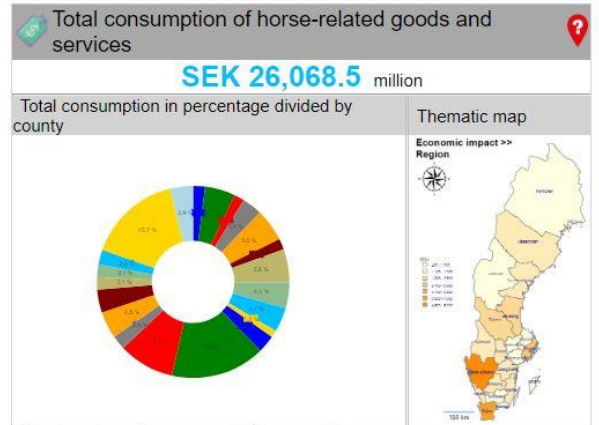
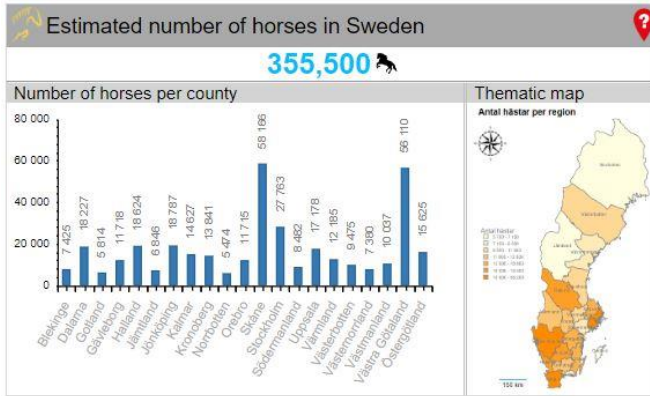
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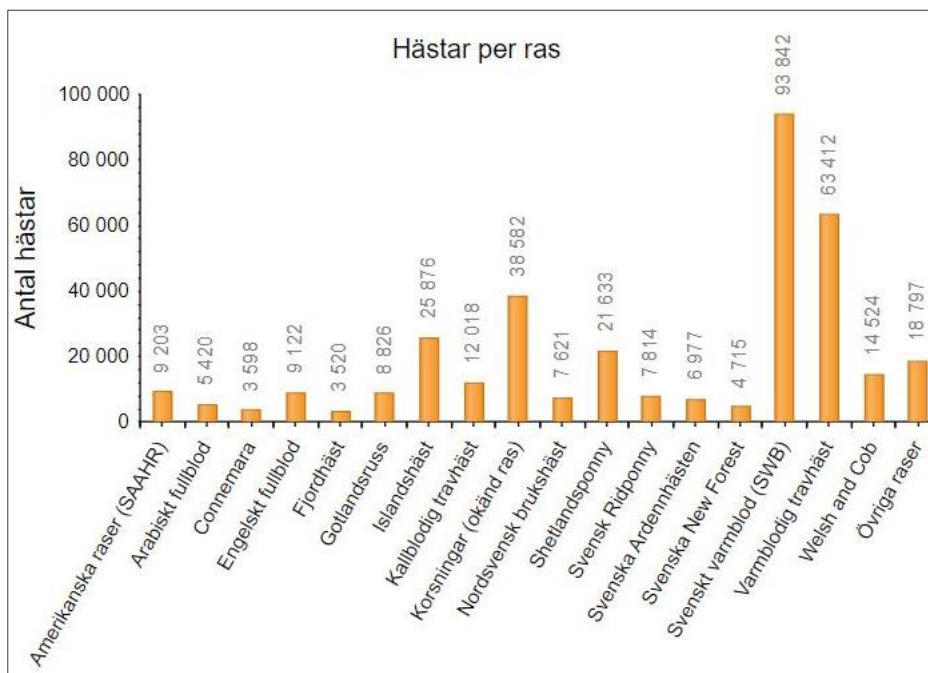
11. ANNEX

Horses per region





Horses per breed



Source: <https://hastnaringen-i-siffror.se/Default.aspx>