1. INTRODUCTION

1.1. BACKGROUND

Soaring house prices in major cities is a hot topic. From 1980 to 2019, Stockholm has seen a rise in real estate price index of around 1060%[1](https://www.scb.se/en/finding-statistics/statistics-by-subject-area/housing-construction-and-building/real-estate-prices-and-registrations-of-title/real-estate-prices-and-registrations-of-title/pong/tables-and-graphs/real-estate-price-index/). Naturally, this has narrowed the scope in terms of what people can afford to live in the city. It has also affected the business landscape, large corporations such as Telia and SEB moving out of the city center and the closing of mom & pop stores.

1.2. PROBLEM

The rise in house prices has also affected restaurants. They are not able to just move out of the city center like large corporations – but it seems that they have not been ousted by large restaurant-chains (except for fast-food) or by e-commerce (for natural reasons), like in the example of the mom & pop stores. The Stockholmer’s demand seems to still be high for unique restaurants. But what types of restaurants are actually surviving in the cut-throat restaurant industry of Stockholm? That is what this paper intends to find out.

1.3. USE OF REPORT

This report may be used by entrepreneurs trying to setup new restaurants in Stockholm. What types of restaurants are common in what type of districts? Is there a gap in the market for another Pizza Place in Vasastan, Stockholms highest priced district?