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ICA Maxi Ängelholm extends its agreement with Swegreen for seven years

ICA Maxi Ängelholm has extended its agreement with Swegreen for seven years. The decision is based on documented in-store results and represents one of the clearest customer validations to date of the commercial potential of in-store farming.

Swegreen's growing facility became operational in late 2024 and has the capacity to produce more than 160,000 plants per year. The facility provides fresh lettuce and herbs directly in-store, year-round, and has since its launch become an established part of ICA Maxi Ängelholm's fresh produce offering.

Shortly after the installation, the store reported a 55 percent increase in sales of fresh lettuce and a 37 percent increase in sales of fresh herbs.

Trust built on proven results

"We have had the opportunity to evaluate the concept in our own operations and can clearly see that it works. Customers appreciate the in-store grown products, sales performance has been strong and, at the same time, we have greater predictability in our costs. Extending the partnership therefore feels like a natural decision", says Sebastian Damréus, Store Manager at ICA Maxi Ängelholm.

For Swegreen, the extension is an important validation. The decision is not based on future ambitions, but on documented sales performance, product quality and customer response in-store.

"When an existing customer chooses to extend the partnership for seven years based on its own experience, it is strong evidence that in-store farming works – both commercially and operationally. It shows that local production is not only an attractive innovation, but a long-term part of the store's business," says Anders Eriksson, CEO of Swegreen.

A new era for locally grown vegetables

Sweden remains highly dependent on imported vegetables, particularly during the winter months. With Swegreen's system, ICA Maxi Ängelholm will continue to have access to fresh, locally grown vegetables year-round. The facility eliminates long-distance transportation of the harvested produce, uses no pesticides and reduces water consumption by up to 99 percent compared with traditional cultivation.

Swegreen's vision – and the way forward

Swegreen sees a growing market for in-store farming as consumers increasingly demand sustainability, quality and transparency. Technological developments make it possible to integrate growing facilities into a wide range of environments, from grocery stores and restaurants to larger workplaces and municipal operations.

"Just as in-store bakeries have become a natural part of the grocery store experience, we are now seeing in-store grown vegetables take their place and change the way we think about freshness, taste and sustainability – The Green Bakery", says Anders Eriksson, CEO of Swegreen.

About Swegreen

Swegreen is a Swedish agtech company offering in-store growing as a service, Farming as a Service (FaaS). Through hydroponic growing systems, fresh vegetables are cultivated directly on-site in grocery stores, restaurants or hotels – with significantly reduced water consumption, no pesticides and minimal transportation requirements. A single installation can produce up to 500 plants per day, including leafy greens and herbs.

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