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Juni 2025

Borde lunchen kosta mer i Helsingborg än i Båstad?



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Kan hyresnivåer förklara varför maten kostar olika i våra svenska städer?

Med sommaren runt hörnet där många svenskar ivrigt väntar på att få ge sig ut på semester i till våra klassiska semesterpärlor som Gotland, Båstad, Ystad i sikte väcktes en tanke hos mig. Kan vi förklara prisskillnader på restauranger genom att titta på de faktiska hyrorna som restaurangerna betalar?

Idén till frågeställningen kom då vi nyligen lanserat två stora förbättringar i Property Intel – en hyreskarta för taxerade indexerade hyror i hela Sverige samt förbättrat vår hyresgästdata.

Jag valde att gräva i rådata för hyresnivåer och hyresgäster som driver restaurangverksamhet i ett urval av typiska sommarorter och mycket riktigt kan vi se stora skillnader mellan kommuner.

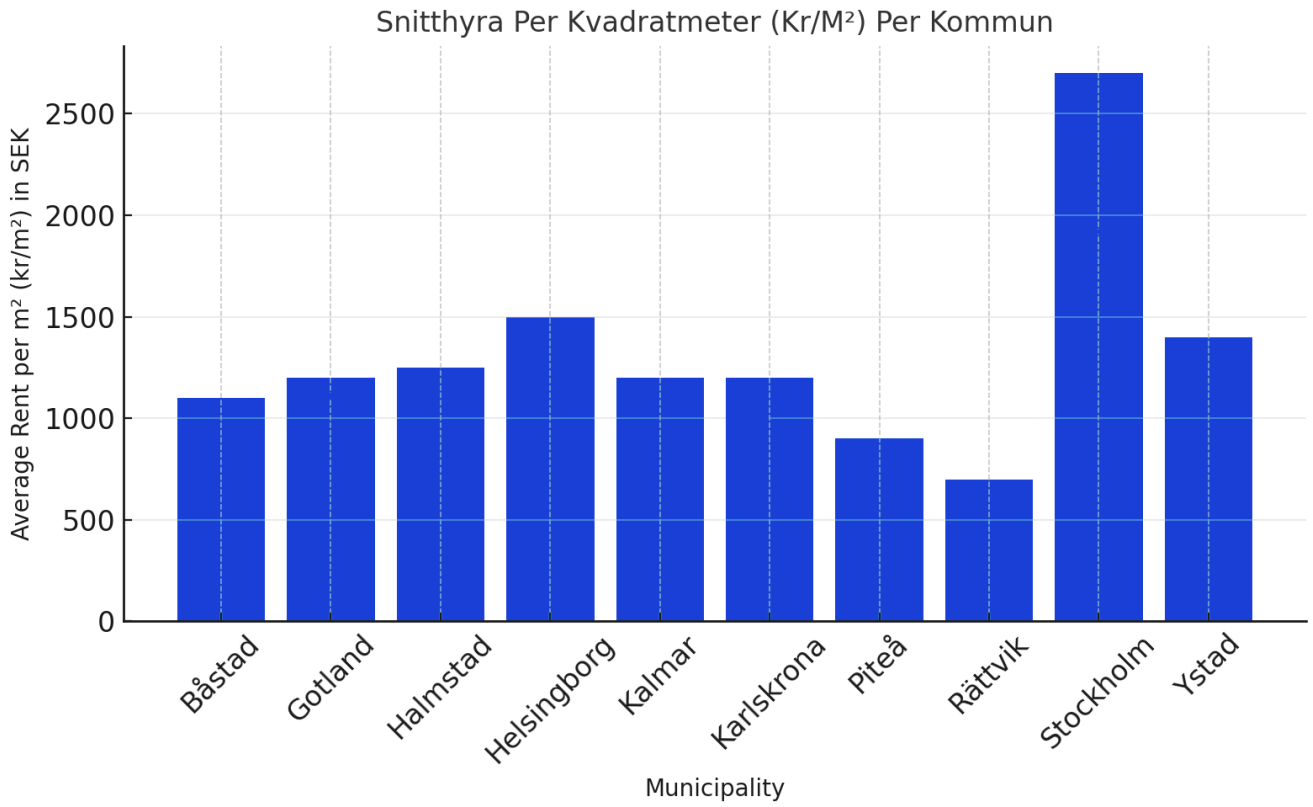
I Helsingborg ligger exempelvis snitthyran över 1500 kr/kvm, i Båstad omkring 1 100kr/kvm och i Gotland, Kalmar och Karlskrona däremellan.

Det är alltså upp till 40% i skillnad i lokalhyra, något som sannolikt borde påverka restaurangägarnas prissättning.

Hur stark är den här kopplingen då till vad vi som gäster faktiskt betalar?
Det här är såklart ingen garanti, jag har exempelvis inte skilt ut lägen på populära gator eller högturistiska stråk utan utgått från samlad taxeringsdata för fastigheter där det ska finnas restaurangverksamhet i hela landet. Men som indikator? **Helt klart intressant!**

Så nästa gång du beställer en glass på en uteservering i Ystad, eller en lunch i Stockholm och förvånas över priset, kanske finns en hyreskostnad i bakgrunden som hjälper till att förklara prislappen.

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