



EUROSIZE FMCG

Eurosizer FMCG is a close-proximity retail network strategically developed to reach consumers when they make their purchasing decisions. Located in Sweden's largest cities, each unit is carefully placed near grocery and convenience stores where footfall is the greatest.

What makes Eurosize FMCG unique is that it is the only OOH, close-proximity retail network with 100% backlit Eurosize units. This guarantees a premium look and feel with an optimal visibility around the clock, no matter the season.

The Eurosize FMCG network is the obvious choice for when you want to reach consumers in that decisive moment before they walk through the doors and start shopping.

We calculate and disclose the carbon footprint of every campaign and offset that footprint in cooperation with ClimatePartner.

[Eurosizer FMCG Product film](#) 

[Eurosizer FMCG map](#) 



Close-proximity retail



Premium locations



Backlit at night



High reach and frequency in short time spans



Low cost-per-contact



Protective glass plate

Faces 1500

Frequency 8,9

Reach 54%

VAC 36 453 103

Price incl. print 2 732 500 SEK

Carbon footprint: 3 127 kg CO₂

Power of Eurosize