

Prisjakt publishes Annual Report for 2025

Prisjakt Group AB (publ) publishes its Annual Report for the financial year 10 February – 31 December 2025. The period was marked by strong volume growth and increased user engagement. The Annual Report is available on the company's website and is attached to this press release.

Peter Greberg, CEO of Prisjakt, comments:

"In 2025, user engagement on the platform continued to grow. Prisjakt recorded 156 million sessions during the year, and click-outs increased by 21 per cent. Our investments in data quality, automation and AI integration have improved platform performance and further enhanced the user experience. This gives us a strong foundation for continued growth."

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Prisjakt is the Nordic region's leading independent product and price comparison service. Since its founding in 2002, the mission has remained the same – to help consumers make better purchasing decisions. Prisjakt does this by collecting and presenting transparent and reliable information about retailers, products and prices. Every month, millions of consumers use Prisjakt's service, which is available in Sweden, Norway, Denmark, Finland, France, Ireland, New Zealand and the United Kingdom.