

385361-2026 - Competition

Sweden – Market and economic research; polling and statistics – Marknads- opinions- och attitydundersökningar

OJ S 106/2026 04/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Inköps- och upphandlingsförvaltningen

Email: sanna.goransson@ink.goteborg.se

Legal type of the buyer: Regional authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Marknads- opinions- och attitydundersökningar

Description: Upphadningen omfattar olika typer av marknads- opinions- och attitydundersökningar, kan exempelvis vara kvantitativa mätningar, undersökningar och analyser samt kvalitativa undersökningar och analyser. Leverantören ska utföra hela eller delar av undersökningar åt kommunala organisationer med varierande behov, teknik och volym.

Procedure identifier: c7b03618-c322-4ee3-a524-fa1a103e290e

Internal identifier: N050U25-374

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79300000 Market and economic research; polling and statistics

Additional classification (cpv): 79310000 Market research services, 79311000 Survey services , 79311100 Survey design services, 79311200 Survey conduction services, 79311300 Survey analysis services, 79312000 Market-testing services, 79313000 Performance review services, 79314000 Feasibility study, 79315000 Social research services

2.1.2. Place of performance

Country subdivision (NUTS): Västra Götalands län (SE232)

Country: Sweden

Additional information: -

2.1.3. Value

Estimated value excluding VAT: 25 000 000,00 SEK

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 2

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 2

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Delområde A- Generalister

Description: Delområdet omfattar breda allmänna kunskaper att genomföra olika marknadsopinions- och attitydundersökningar så som kvantitativa mätningar, undersökningar och analyser samt kvalitativa undersökningar och analyser.

Internal identifier: Delområde A- Generalister

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79300000 Market and economic research; polling and statistics

Additional classification (cpv): 79310000 Market research services, 79311000 Survey services , 79311100 Survey design services, 79311200 Survey conduction services, 79311300 Survey analysis services, 79312000 Market-testing services, 79313000 Performance review services, 79314000 Feasibility study, 79315000 Social research services

5.1.2. Place of performance

Country subdivision (NUTS): Västra Götalands län (SE232)

Country: Sweden

Additional information: -

5.1.3. Estimated duration

Start date: 06/01/2027

Duration end date: 05/01/2031

5.1.5. Value

Estimated value excluding VAT: 13 000 000,00 SEK

5.1.6. General information**Reserved participation:**

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria**Criterion:**

Type: Quality

5.1.11. Procurement documents

Address of the procurement documents: <https://kommersannons.se/goteborg/Notice/NoticeDispatch.aspx?NoticeId=62628>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://kommersannons.se/goteborg/Notice/NoticeDispatch.aspx?NoticeId=62628>

Languages in which tenders or requests to participate may be submitted: Swedish

Electronic catalogue: Allowed

Deadline for receipt of tenders: 03/07/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 186 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, partly without reopening and partly with reopening of competition

Maximum number of participants: 5

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten i Göteborg

Information about review deadlines: Se upphandlingsdokumenten

Organisation providing additional information about the procurement procedure: Inköps- och upphandlingsförvaltningen

Organisation providing more information on the review procedures: Förvaltningsrätten i Göteborg

5.1. Lot: LOT-0002

Title: Delområde B - Specialister

Description: Delområdet omfattar kvalitativa undersökningar som ska genomföras av en Leverantör med tillgång till specialister inom utpekade områden.

Internal identifier: Delområde B - Specialister

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79300000 Market and economic research; polling and statistics

Additional classification (cpv): 79310000 Market research services, 79311000 Survey services , 79311100 Survey design services, 79311200 Survey conduction services, 79311300 Survey analysis services, 79312000 Market-testing services, 79313000 Performance review services, 79314000 Feasibility study, 79315000 Social research services

5.1.2. Place of performance

Country subdivision (NUTS): Västra Götalands län (SE232)

Country: Sweden

Additional information: -

5.1.3. Estimated duration

Start date: 06/01/2027

Duration end date: 05/01/2031

5.1.5. Value

Estimated value excluding VAT: 12 000 000,00 SEK

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Price

5.1.11. Procurement documents

Address of the procurement documents: <https://kommersannons.se/goteborg/Notice/NoticeDispatch.aspx?NoticeId=62628>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://kommersannons.se/goteborg/Notice/NoticeDispatch.aspx?NoticeId=62628>

Languages in which tenders or requests to participate may be submitted: Swedish

Electronic catalogue: Allowed

Deadline for receipt of tenders: 03/07/2026 23:59:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 186 Days

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, partly without reopening and partly with reopening of competition

Maximum number of participants: 100

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten i Göteborg
Information about review deadlines: Se upphandlingsdokumenten
Organisation providing additional information about the procurement procedure: Inköps- och upphandlingsförvaltningen
Organisation providing more information on the review procedures: Förvaltningsrätten i Göteborg

8. Organisations

8.1. ORG-0001

Official name: Inköps- och upphandlingsförvaltningen
Registration number: 2120001355
Postal address: Box 1111
Town: Göteborg
Postcode: 405 23
Country subdivision (NUTS): Västra Götalands län (SE232)
Country: Sweden
Contact point: Sanna Göransson
Email: sanna.goransson@ink.goteborg.se
Telephone: 46313680000
Internet address: <https://goteborg.se/>
Buyer profile: <https://goteborg.se/>

Roles of this organisation:

Buyer
Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Förvaltningsrätten i Göteborg
Registration number: 202100-2742
Postal address: Sten Sturegatan 14
Town: Göteborg
Postcode: 41139
Country subdivision (NUTS): Västra Götalands län (SE232)
Country: Sweden
Email: forvaltningsrattenigoteborg@dom.se
Telephone: +46 317327000

Roles of this organisation:

Review organisation
Organisation providing more information on the review procedures

Notice information

Notice identifier/version: abdeb5cd-31f5-414a-8e2a-e60fd4985767 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 02/06/2026 09:48:00 (UTC+02:00) Eastern European Time, Central European Summer Time
Languages in which this notice is officially available: Swedish
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