In the beginning of the 20th century horses were found in four masculine milieus in Sweden: the army, the forestry, the transport sector and farms. In the three latter the horse was foremost used in front of ploughs, wagons and other means of transportation. Horse riding was almost only connected to the army or the upper class. As the use of the horse in the army decreased the number of horses in Sweden decreased as well. However, from the 1980’s onwards horses have become more important for the economy of the society again and towards the end of the century horse riding and ownership of riding horses have increased. Today there are about 300 000 horses in Sweden - as many as in France even though the Swedish population is much smaller. The aim of this paper is to discuss possible explanations of this development.