



Drinking Milk Products in Sweden

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Cow's milk faces rising threat from plant-based variants
- Private label and bigger value-packs expand
- Lactose-free and low-fat options see greater interest

PROSPECTS AND OPPORTUNITIES

- Focus on domestic origin will remain key to sales
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Dairy Products and Alternatives in Sweden - Industry Overview

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DISCLAIMER

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