



Euromonitor
International

Health and Wellness in Sweden

August 2024

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EXECUTIVE SUMMARY

- Health and wellness in focus
- Consumer weight trends
- Consumer diet trends
- Health-related deaths
- Blood pressure and cholesterol levels
- Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Sweden

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Organic hot drinks lead sales, however, growth struggles as disposable incomes decline
- Double-digit growth for no sugar claim as obesity and health concerns rise
- Strong growth for a good source of vitamins and minerals tea as consumers reach for fortified options

PROSPECTS AND OPPORTUNITIES

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HW Soft Drinks in Sweden

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- No sugar is the leading claim as consumers demand healthier soft drink options
- Digestive health gains ground as digestive health RTD tea records double-digit growth
- Energy boosting claims drive growth while players focus on reducing sugar

PROSPECTS AND OPPORTUNITIES

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Innovations focus on health and wellness claims without compromising on taste

PROSPECTS AND OPPORTUNITIES

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Natural products benefit as artificial ingredients raise health concerns

Plant-based goods drive growth as consumers migrate to vegan and vegetarian diets

PROSPECTS AND OPPORTUNITIES

Digestive health products have solid potential as growth recovers over the forecast period

Plant-based products drive growth, challenging sales of traditional dairy in Sweden

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Plant-based meat and seafood substitutes drive strong growth, boosted by innovations

Innovations focus on health claims without compromising taste and flavour

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