

Butter and Spreads in Sweden

September 2024

Table of Contents

Butter and Spreads in Sweden - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rapeseed gains ground as local superfood as health and wellness trends accelerate

Demand for convenience prompts product development

Plant-based options mimic dairy butter

PROSPECTS AND OPPORTUNITIES

Focus on domestic origin to remain important, though category suffers from low levels of innovation Packaging will develop in line with current trends, and private label represents rising threat to brand alternatives Sustainability trend set to accelerate

CATEGORY DATA

- Table 1 Sales of Butter and Spreads by Category: Volume 2019-2024
- Table 2 Sales of Butter and Spreads by Category: Value 2019-2024
- Table 3 Sales of Butter and Spreads by Category: % Volume Growth 2019-2024
- Table 4 Sales of Butter and Spreads by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Butter and Spreads: % Value 2020-2024
- Table 6 LBN Brand Shares of Butter and Spreads: % Value 2021-2024
- Table 7 Distribution of Butter and Spreads by Format: % Value 2019-2024
- Table 8 Forecast Sales of Butter and Spreads by Category: Volume 2024-2029
- Table 9 Forecast Sales of Butter and Spreads by Category: Value 2024-2029
- Table 10 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2024-2029
- Table 11 Forecast Sales of Butter and Spreads by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in Sweden - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

- Table 12 Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 13 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 14 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 15 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 16 Penetration of Private Label by Category: % Value 2019-2024
- Table 17 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
- Table 18 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
- Table 19 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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