



# HW Snacks in Sweden

August 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

The vegan claim leads sales as consumers embrace plant-based diets for health benefits

Ice cream with health claims drive sales on the Swedish snack landscape

Innovations focus on health and wellness claims without compromising on taste

### PROSPECTS AND OPPORTUNITIES

The vegan claim drives strong sales as consumers appreciate additional health benefits

Healthier options will gain ground in chocolate confectionery, blending health with indulgence

A good source of omega 3s drives sales, especially among vegan consumers

### CATEGORY DATA

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## Health and Wellness in Sweden - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

### DISCLAIMER

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