



Euromonitor
International

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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