



HW Dairy Products and Alternatives in Sweden

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

The low fat claim drives the strongest sales as consumers increasingly manage their fat, sugar and salt intake

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

Baby food players launch organic and no sugar lines as parents are willing to invest in health claims

No-added sugar will also be a growing movement in baby food, reaching sales of SEK680 million in 2028

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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