



HW Cooking Ingredients and Meals in Sweden

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Health and wellness innovations drive sales despite rising inflation in Sweden
Meat-free diets increase, driving sales of the vegetarian claim in Sweden
Vegan and plant-based products align with consumers' health and ethical choices

PROSPECTS AND OPPORTUNITIES

Low fat, low sugar and high protein innovations will drive growth across the forecast period
The omega 3 claim drives strong growth, appealing to both vegans and vegetarians

GROWTH FOR GLUTEN FREE GOODS AS CONSUMERS FOCUS ON OVERALL WELLBEING

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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