



# HW Staple Foods in Sweden

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Gluten free staple foods drive the strongest retail value sales as health concerns rise  
Plant-based meat and seafood substitutes drive strong growth, boosted by innovations  
Innovations focus on health claims without compromising taste and flavour

#### PROSPECTS AND OPPORTUNITIES

Low fat gains ground as obesity concerns increase over the forecast period  
Strong growth for the vegetarian claim as consumers migrate to meat-free diets  
The high protein claim gains ground through supporting fitness and dietary goals

#### CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

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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

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