

Snacks in Sweden

Market Direction | 2022-08-11 | 78 pages | Euromonitor

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Report description:

All snacks categories, apart from gum, sugar confectionery, impulse and unpackaged ice cream, received a boost from the COVID-19 outbreak in Sweden during 2020. Many consumers became more cautious and anxious as a result of the pandemic, and looked to smaller indulgences like chocolate confectionery, cookies and chocolate coated biscuits as well as plain biscuits and savoury snacks for comfort. Many consumers used these snacks to pamper themselves and they became more of an everyday luxury, rather...

Euromonitor International's Snacks in Sweden report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Snacks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Snacks in Sweden
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List Of Contents And Tables

SNACKS IN SWEDEN

EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2017-2022

Table 2 Sales of Snacks by Category: Value 2017-2022

Table 3 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 4 Sales of Snacks by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Snacks: % Value 2018-2022

Table 6 LBN Brand Shares of Snacks: % Value 2019-2022

Table 7 Penetration of Private Label by Category: % Value 2017-2022

Table 8 Distribution of Snacks by Format: % Value 2017-2022

Table 9 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 10 □Forecast Sales of Snacks by Category: Value 2022-2027

Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

CHART 1 Snacks Value Sales Growth Scenarios: 2020-2027

CHART 2 Snacks Impact of Drivers on Value Sales: 2020-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Premiumisation, indulgence and innovation remain key trends in 2022

New flavour and brand combinations remain important in driving demand in 2022

Sales of other chocolate confections rise as consumers revert to pre-pandemic lifestyles in 2022

PROSPECTS AND OPPORTUNITIES

Premiumisation and new flavour combinations set to drive demand over the forecast period

Sales of seasonal chocolate likely to rise as consumers return to enjoying holidays with friends and family over the forecast period, but chocolate pouches and bags set for limited sales growth

Competitive landscape likely to remain stable during the forecast period due to indulgence trend

CATEGORY DATA

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Table 13 Sales of Chocolate Confectionery by Category: Volume 2017-2022
 Table 14 Sales of Chocolate Confectionery by Category: Value 2017-2022
 Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2017-2022
 Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2017-2022
 Table 17 Sales of Chocolate Tablets by Type: % Value 2017-2022
 Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2018-2022
 Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2019-2022
 Table 20 Distribution of Chocolate Confectionery by Format: % Value 2017-2022
 Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2022-2027
 Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2022-2027
 Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2022-2027
 Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2022-2027

GUM IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales rise as Swedes return to pre-pandemic lifestyles in 2022
 Mature competitive landscape continues to hinder sales in 2022
 Larger pack sizes drive demand in 2022 due to being convenient and economical

PROSPECTS AND OPPORTUNITIES

Negative sales predicted thanks to limited innovation and self-scanning increasing at grocery retailers
 Higher unit prices likely to mitigate decline in value sales growth over the forecast period
 Gum sales set to increase at pharmacies as more consumers shop in this channel during the forecast period

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2017-2022
 Table 26 Sales of Gum by Category: Value 2017-2022
 Table 27 Sales of Gum by Category: % Volume Growth 2017-2022
 Table 28 Sales of Gum by Category: % Value Growth 2017-2022
 Table 29 Sales of Gum by Flavour: Rankings 2017-2022
 Table 30 NBO Company Shares of Gum: % Value 2018-2022
 Table 31 LBN Brand Shares of Gum: % Value 2019-2022
 Table 32 Distribution of Gum by Format: % Value 2017-2022
 Table 33 Forecast Sales of Gum by Category: Volume 2022-2027
 Table 34 □Forecast Sales of Gum by Category: Value 2022-2027
 Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2022-2027
 Table 36 □Forecast Sales of Gum by Category: % Value Growth 2022-2027

SUGAR CONFECTIONERY IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales modest in 2022 as consumers shift to other snacks
 Packaged sugar confectionery drives sales in 2022 thanks to its convenience
 Return of tourists boosting sales of boiled sweets, other sugar confectionery and liquorice in 2022

PROSPECTS AND OPPORTUNITIES

Sugar confectionery unlikely to see positive sales growth over the forecast period as consumers prefer healthier and more premium snacks
 Health and indulgence/premiumisation trends expected to continue affecting sugar confectionery negatively over the forecast period
 Healthy sugar confectionery product launches over the review period unlikely to lead to many other health-related product

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introductions over the forecast period

CATEGORY DATA

Table 37 Sales of Sugar Confectionery by Category: Volume 2017-2022

Table 38 Sales of Sugar Confectionery by Category: Value 2017-2022

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2017-2022

Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2017-2022

Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2017-2022

Table 42 NBO Company Shares of Sugar Confectionery: % Value 2018-2022

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2019-2022

Table 44 Distribution of Sugar Confectionery by Format: % Value 2017-2022

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2022-2027

Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2022-2027

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2022-2027

Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2022-2027

POPCORN IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Variable sales performance continues across sweet biscuits, snack bars and fruit snacks in 2022

Indulgence and premiumisation trends continue as brands launch new products in 2022

Health trend remains key as consumers take control of their health in 2022

PROSPECTS AND OPPORTUNITIES

Rise in sales likely in forecast period due to indulgence, health and premiumisation trends

Functional food companies set to boost demand during the forecast period

Private label to become more popular over the forecast period thanks to high quality

CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2017-2022

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2017-2022

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2017-2022

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2017-2022

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2018-2022

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2022

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2018-2022

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2019-2022

Table 57 NBO Company Shares of Snack Bars: % Value 2018-2022

Table 58 □LBN Brand Shares of Snack Bars: % Value 2019-2022

Table 59 □NBO Company Shares of Fruit Snacks: % Value 2018-2022

Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2019-2022

Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2017-2022

Table 62 □Distribution of Sweet Biscuits by Format: % Value 2017-2022

Table 63 □Distribution of Snack Bars by Format: % Value 2017-2022

Table 64 □Distribution of Fruit Snacks by Format: % Value 2017-2022

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2022-2027

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2022-2027

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2022-2027

Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2022-2027

ICE CREAM IN SWEDEN

KEY DATA FINDINGS

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2022 DEVELOPMENTS

Consumers consider ice cream as an acceptable indulgence in 2022

Foodservice sales remain robust in 2022 due to consumers returning to pre-pandemic lifestyles

New product developments support health trend in 2022

PROSPECTS AND OPPORTUNITIES

Premiumisation set to boost sales by pushing prices up over the forecast period

New product development and flavour launches to add value to ice cream in the forecast period

Ice cream likely to remain consolidated but Lohilo Foods expected to increase its value share over the forecast period

CATEGORY DATA

Table 69 Sales of Ice Cream by Category: Volume 2017-2022

Table 70 Sales of Ice Cream by Category: Value 2017-2022

Table 71 Sales of Ice Cream by Category: % Volume Growth 2017-2022

Table 72 Sales of Ice Cream by Category: % Value Growth 2017-2022

Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2017-2022

Table 74 Sales of Impulse Ice Cream by Format: % Value 2017-2022

Table 75 NBO Company Shares of Ice Cream: % Value 2018-2022

Table 76 LBN Brand Shares of Ice Cream: % Value 2019-2022

Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2018-2022

Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2019-2022

Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2018-2022

Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2019-2022

Table 81 □Distribution of Ice Cream by Format: % Value 2017-2022

Table 82 □Forecast Sales of Ice Cream by Category: Volume 2022-2027

Table 83 □Forecast Sales of Ice Cream by Category: Value 2022-2027

Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2022-2027

Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2022-2027

SAVOURY SNACKS IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

As consumers return to pre-pandemic lifestyles in 2022, sales of savoury snacks decline

Health positioned savoury snacks proliferate in 2022

Smaller yet more indulgent savoury snacks growing in popularity

PROSPECTS AND OPPORTUNITIES

Premiumisation trend expected to drive sales growth in the forecast period thanks to new product launches

FIFA World Cup Qatar 2022 set to drive sales in the short term

Savoury biscuits likely to remain the largest category with healthy sales growth in the forecast period

CATEGORY DATA

Table 86 Sales of Savoury Snacks by Category: Volume 2017-2022

Table 87 Sales of Savoury Snacks by Category: Value 2017-2022

Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2017-2022

Table 89 Sales of Savoury Snacks by Category: % Value Growth 2017-2022

Table 90 NBO Company Shares of Savoury Snacks: % Value 2018-2022

Table 91 LBN Brand Shares of Savoury Snacks: % Value 2019-2022

Table 92 Distribution of Savoury Snacks by Format: % Value 2017-2022

Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2022-2027

Table 94 Forecast Sales of Savoury Snacks by Category: Value 2022-2027

Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2022-2027

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Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2022-2027

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