

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.

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Euromonitor International
August 2022

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

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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

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