

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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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

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 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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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

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SAVOURY SNACKS IN SWEDEN

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