

Sweet Spreads in Sweden

Market Direction | 2022-11-16 | 21 pages | Euromonitor

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Report description:

Sweet spreads performed well during the pandemic with robust volume and current value rises throughout. As Swedish consumers had more time on their hands they enjoyed the leisure of eating their favourite breakfasts, ranging from sandwiches with chocolate spreads to pancakes and waffles with jams and preserves. In addition, there are strong health and premiumisation trends within all subcategories of sweet spreads, which is adding value to the overall category in 2022. Organic and locally-sourced...

Euromonitor International's Sweet Spreads 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based Spreads.

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

Why buy this report?

- * Get a detailed picture of the Sweet Spreads 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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Consumers show greater interest in high-protein, low-sugar and organic varieties

Jams and preserves and honey see rising demand for natural and local ingredients

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