

## **Processed Meat, Seafood and Alternatives To Meat in Sweden**

Market Direction | 2022-12-06 | 24 pages | Euromonitor

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### **Report description:**

As in other staple foods categories, COVID-19 led to boosted sales and dynamic growth in processed meat, seafood and alternatives to meat in 2020. Sales were largely sustained in 2021 as restrictions remained in place for large parts of the year, ensuring that Swedish people continued to consume more meals at home. However, as the economy reopened in 2022, leading people to return to the office more and spend more time outside the home, volume sales will register a decline. Nevertheless, volume...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat 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: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

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

### **Why buy this report?**

- \* Get a detailed picture of the Processed Meat, Seafood and Alternatives to Meat 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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Euromonitor International  
December 2022

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#### **2022 DEVELOPMENTS**

Volume sales decline but remain high as consumers continue to cook more at home and have more frequent barbeques

Meat alternatives remain highly in-demand, encouraging manufacturers to make further innovations and launches

Fresher and healthier options lead chilled options to outperform shelf stable and frozen meat and seafood

#### **PROSPECTS AND OPPORTUNITIES**

Meat alternatives will retain dynamic growth prospects with new and existing players set to invest in its development

Barbeque food consumption will continue to boost sales of premium meat products

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