

Staple Foods in Sweden

Market Direction | 2022-12-06 | 69 pages | Euromonitor

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Report description:

All staple foods categories received a significant boost during the pandemic, leading to strong volume growth in 2020 followed by a stable performance in 2021. In 2022 however, as the economy moved towards normal, volume sales declined in most categories. With consumers spending less time at home, as they could not sustain the same levels of staple foods consumption. Nevertheless, consumption levels will remain higher in 2022 than they were pre-pandemic as consumers continue to travel less, work...

Euromonitor International's Staple Foods 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: Baked Goods, Breakfast Cereals, Processed Fruit and Vegetables, Processed Meat, Seafood and Alternatives to Meat, Rice, Pasta and Noodles.

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

Why buy this report?

- * Get a detailed picture of the Staple Foods 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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Fading of pandemic leads to normalising baked goods volume sales

In-store bakeries benefit from demand for fresh-baked items and impulse purchases

Locally sourced items and sustainable packaging remain key trends in bread

PROSPECTS AND OPPORTUNITIES

Despite maturity, bread will continue to see growing volume sales thanks to its versatile use and more premium offerings

New launches will continue to support growth of popular tacos/tortillas category

Barbeque-focused breads expected to remain a major trend thanks to the growing popularity of socialising at home

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Health and wellness trend remains vital to category success and influences category ingredients

A little bit of indulgence remains popular amongst children and adults

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

PROSPECTS AND OPPORTUNITIES

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Limited innovation in rice and noodles, though they continue to benefit from the premiumisation trend

PROSPECTS AND OPPORTUNITIES

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