

Coffee in Sweden

Market Direction | 2023-01-16 | 22 pages | Euromonitor

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Report description:

Sustainability remains one of the key leading trends in coffee in Sweden, with younger consumers particularly interested in environmental matters. Within this environment, players in coffee are seeking ways to appeal to this generation of eco-friendly consumers, such as switching to more sustainable styles of packaging such as recycled plastic.

Euromonitor International's Coffee in Sweden report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Fresh Coffee, Instant Coffee.

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

Why buy this report?

- * Get a detailed picture of the Coffee 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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2022 DEVELOPMENTS

Environmentally friendly, ethical and fresh are the buzz words in coffee

Recovery in on-trade means lower retail sales, but coffee lovers are still embracing their morning indulgence

E-commerce shopping is a habit which looks set to stay

PROSPECTS AND OPPORTUNITIES

Sales patterns will return to normal in mature category, with fresh coffee outperforming instant options

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