

Dairy Products and Alternatives in Sweden

Market Direction | 2023-09-27 | 72 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Following the outbreak of COVID-19, sales have continued to normalise, with Swedes ventured back to their workplaces, and eating out more often. However, the unit prices hikes seen in 2022, continued to grow in 2023, driven by the inflation and increasing production costs. As such, consumers continued to adapt their shopping habits, with reduced disposable budgets seeing many cut down on their purchases, buying private label or buying goods when on price promotions. However, there were differenc...

Euromonitor International's Dairy Products and Alternatives 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Baby Food, Dairy, Plant-based Dairy.

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

Why buy this report?

- * Get a detailed picture of the Dairy Products and Alternatives 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,

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott-international.com

www.scott-international.com

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.

Table of Contents:

Dairy Products and Alternatives in Sweden
Euromonitor International
September 2023

List Of Contents And Tables

DAIRY PRODUCTS AND ALTERNATIVES IN SWEDEN

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 1 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 5 Penetration of Private Label by Category: % Value 2018-2023

Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

BABY FOOD IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price hikes and declining birth rates challenge new product developments

Product launches focus on health and wellness, while packaging offers convenience

Semper AB retains its leading position but faces competition as organic becomes a standard

PROSPECTS AND OPPORTUNITIES

New ingredients and advancements will be seen in milk formula

Brands strengthen their relationship with consumers through advice and services

Players highlight their sustainability and corporate social responsibilities

CATEGORY DATA

Table 9 Sales of Baby Food by Category: Volume 2018-2023

Table 10 Sales of Baby Food by Category: Value 2018-2023

Table 11 Sales of Baby Food by Category: % Volume Growth 2018-2023

Table 12 Sales of Baby Food by Category: % Value Growth 2018-2023

Table 13 Sales of Growing-Up Milk Formula by Age: % Value 2018-2023

Table 14 NBO Company Shares of Baby Food: % Value 2019-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 15 LBN Brand Shares of Baby Food: % Value 2020-2023

Table 16 Distribution of Baby Food by Format: % Value 2018-2023

Table 17 Forecast Sales of Baby Food by Category: Volume 2023-2028

Table 18 □Forecast Sales of Baby Food by Category: Value 2023-2028

Table 19 □Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028

Table 20 □Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

BUTTER AND SPREADS IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Brands align communications to the home cooking trend to resonate with consumers

Healthy features are noted on packaging to entice retail volume sales

Butter continues to gain ground as the preferred choice for Swedes

PROSPECTS AND OPPORTUNITIES

Players focus on domestic ingredients to boost sales over the forecast period

Sustainability remains a growing trend as players promote their eco-friendly attributes

Private label becomes fierce competition for brands, focusing on sophisticated ingredients?

CATEGORY DATA

Table 21 Sales of Butter and Spreads by Category: Volume 2018-2023

Table 22 Sales of Butter and Spreads by Category: Value 2018-2023

Table 23 Sales of Butter and Spreads by Category: % Volume Growth 2018-2023

Table 24 Sales of Butter and Spreads by Category: % Value Growth 2018-2023

Table 25 NBO Company Shares of Butter and Spreads: % Value 2019-2023

Table 26 LBN Brand Shares of Butter and Spreads: % Value 2020-2023

Table 27 Distribution of Butter and Spreads by Format: % Value 2018-2023

Table 28 Forecast Sales of Butter and Spreads by Category: Volume 2023-2028

Table 29 Forecast Sales of Butter and Spreads by Category: Value 2023-2028

Table 30 □Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028

Table 31 □Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

CHEESE IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising price points lead consumers to search for deals while buying private label goods

Products align with the home cooking trend while offering families various sizes

Indulgence and flavour remain key selling points for cheese in Sweden

PROSPECTS AND OPPORTUNITIES

Local ingredients and domestic origin will continue to boost sales

Sustainability and health and wellness attributes remain key across the forecast period

Plant-based cheese is a growing area, but organic options continue to struggle

CATEGORY DATA

Table 32 Sales of Cheese by Category: Volume 2018-2023

Table 33 Sales of Cheese by Category: Value 2018-2023

Table 34 Sales of Cheese by Category: % Volume Growth 2018-2023

Table 35 Sales of Cheese by Category: % Value Growth 2018-2023

Table 36 Sales of Spreadable Processed Cheese by Type: % Value 2018-2023

Table 37 Sales of Soft Cheese by Type: % Value 2018-2023

Table 38 NBO Company Shares of Cheese: % Value 2019-2023

Table 39 LBN Brand Shares of Cheese: % Value 2020-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 40 Distribution of Cheese by Format: % Value 2018-2023

Table 41 □Forecast Sales of Cheese by Category: Volume 2023-2028

Table 42 □Forecast Sales of Cheese by Category: Value 2023-2028

Table 43 □Forecast Sales of Cheese by Category: % Volume Growth 2023-2028

Table 44 □Forecast Sales of Cheese by Category: % Value Growth 2023-2028

DRINKING MILK PRODUCTS IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cow's milk suffers competition from plant-based milk, which is rising in popularity

Players launch value and family-sized packaging to aid consumers with reduced budgets

Launches focus on lactose-free offerings, with reduced sugar and fat

PROSPECTS AND OPPORTUNITIES

Domestic origin and farmers' stories feature in communications to boost sales

Private label becomes increasingly sophisticated to compete with branded goods

Little change in the competitive landscape, but organic milk sees a growing presence

CATEGORY DATA

Table 45 Sales of Drinking Milk Products by Category: Volume 2018-2023

Table 46 Sales of Drinking Milk Products by Category: Value 2018-2023

Table 47 Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023

Table 48 Sales of Drinking Milk Products by Category: % Value Growth 2018-2023

Table 49 NBO Company Shares of Drinking Milk Products: % Value 2019-2023

Table 50 LBN Brand Shares of Drinking Milk Products: % Value 2020-2023

Table 51 Distribution of Drinking Milk Products by Format: % Value 2018-2023

Table 52 Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028

Table 53 Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028

Table 54 □Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028

Table 55 □Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

YOGHURT AND SOUR MILK PRODUCTS IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Players react to inflation by offering larger pack sizes, reducing price per volume

New product launches focus on flavour and mouthfeel to tempt consumers

Healthy attributes feature in new products, aligning with the rising health trend

PROSPECTS AND OPPORTUNITIES

Players focus on domestic origin and local ingredients to boost sales

Plant-based yoghurt is on the rise but unlikely to challenge traditional yoghurt

Players focus on sustainable packaging, reducing their use of plastic

CATEGORY DATA

Table 56 Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023

Table 57 Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023

Table 58 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023

Table 59 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023

Table 60 Sales of Flavoured Yoghurt by Flavour: Rankings 2018-2023

Table 61 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023

Table 62 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023

Table 63 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023

Table 64 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 65 □Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028

Table 66 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028

Table 67 □Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2023-2028

OTHER DAIRY IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

As unit prices rise, sales fall, with players looking to strengthen consumer loyalty

Launches focus on health and wellness to align with consumer demands

New product developments focus on indulgence and protein content

PROSPECTS AND OPPORTUNITIES

Private label is set to continue gaining share, focusing on ingredients and local origin

Lactose-free options are becoming the go-to option as demand grows

Sustainable production continues to be the focus of players over the coming years

CATEGORY DATA

Table 68 Sales of Other Dairy by Category: Volume 2018-2023

Table 69 Sales of Other Dairy by Category: Value 2018-2023

Table 70 Sales of Other Dairy by Category: % Volume Growth 2018-2023

Table 71 Sales of Other Dairy by Category: % Value Growth 2018-2023

Table 72 Sales of Cream by Type: % Value 2018-2023

Table 73 NBO Company Shares of Other Dairy: % Value 2019-2023

Table 74 LBN Brand Shares of Other Dairy: % Value 2020-2023

Table 75 Distribution of Other Dairy by Format: % Value 2018-2023

Table 76 Forecast Sales of Other Dairy by Category: Volume 2023-2028

Table 77 □Forecast Sales of Other Dairy by Category: Value 2023-2028

Table 78 □Forecast Sales of Other Dairy by Category: % Volume Growth 2023-2028

Table 79 □Forecast Sales of Other Dairy by Category: % Value Growth 2023-2028

PLANT-BASED DAIRY IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Product selections expand, aligning with the cooking-at-home trend

Plant-based milks feature fat percentages to align their appearance with cow's milk

Plant-based yoghurt and cheese expands from a low base

PROSPECTS AND OPPORTUNITIES

Private label becomes more sophisticated, competing with brands

Oatly set to remove the 'natural sugar' claim from its packaging

Players emphasise sustainable claims to stand out in the landscape

CATEGORY DATA

Table 80 Sales of Plant-Based Dairy by Category: Value 2018-2023

Table 81 Sales of Plant-Based Dairy by Category: % Value Growth 2018-2023

Table 82 Sales of Other Plant-Based Milk by Type: % Value 2020-2023

Table 83 NBO Company Shares of Plant-Based Dairy: % Value 2019-2023

Table 84 LBN Brand Shares of Plant-Based Dairy: % Value 2020-2023

Table 85 Distribution of Plant-Based Dairy by Format: % Value 2018-2023

Table 86 Forecast Sales of Plant-Based Dairy by Category: Value 2023-2028

Table 87 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Dairy Products and Alternatives in Sweden

Market Direction | 2023-09-27 | 72 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-05"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com