

Drinking Milk Products in Sweden

Market Direction | 2023-09-27 | 20 pages | Euromonitor

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Report description:

Drinking milk products in Sweden witness relative stability in 2023. Nonetheless, cow's milk consumption continues to drop as plant-based milks, new launches, and strong marketing allure consumers away. In addition, Swedes are often eating out, diminishing the need for cow's milk as a meal beverage. In order to stay competitive against the ethical appeal of plant-based milk, new eco-friendly cow's milk products are being launched

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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Players launch value and family-sized packaging to aid consumers with reduced budgets

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

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