

Other Dairy in Sweden

Market Direction | 2023-09-27 | 21 pages | Euromonitor

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Report description:

The unit prices in the other dairy category have experienced price hikes, due to inflation and increased production costs. In addition, sales have fallen back into the pre-pandemic area, as consumption habits normalised and Swedes ventured back into their workplaces and ate out more. As competition is tense, players have tried to strengthen customer loyalty by updating their selections with healthier products while being more ecologically responsible.

Euromonitor International's Other Dairy 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: Chilled and Shelf Stable Desserts, Chilled Snacks, Coffee Whiteners, Condensed and Evaporated Milk, Cream, Fromage Frais and Quark.

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

Why buy this report?

- * Get a detailed picture of the Other Dairy 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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reliable information resources to help drive informed strategic planning.

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OTHER DAIRY IN SWEDEN

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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

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