

Sustainability in Sweden

Market Direction | 2023-12-14 | 42 pages | Euromonitor

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Report description:

Recycling, reducing food waste and reducing plastics are well-established green habits in Sweden, creating a solid opportunity to develop Zero Waste products. The Can Be Recycled claim would be welcomed by consumers, with over a quarter identifying as Zero Wasters, many of whom are willing to pay more for sustainable goods. There is a solid opportunity for industries to implement the Vegan and Vegetarian claim, resonating with the rising habit of avoiding meat for environmental purposes. No Dye...

Euromonitor International's Sustainability reports allows to hear the voice of the industry by exploring specific industry related trends, business campaigns, and attitudes and expectations for sustainability from industry leaders in 5 regions. Reports monitor the levels of sustainability adoption across countries and product categories. Reports also allows to discover where companies and brands lead in terms of a sustainable product portfolio and which ones are falling behind. Use it to learn more about consumers' evolving attitudes, expectations and adoption of sustainability across key global markets.

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

Why buy this report?

- * Get a detailed picture of the Sustainability 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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