

## **HW Cooking Ingredients and Meals in Sweden**

Market Direction | 2023-11-07 | 13 pages | Euromonitor

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### **Report description:**

Vegetarian, vegan and plant-based alternatives saw a boom in popularity in several packaged food categories towards the end of the review period with ready meals being no exception. There is a strong demand for healthier food alternatives in Sweden, and in particular convenient ones. This trend intensified during the pandemic with consumers taking greater ownership of their diet and prioritising their health. Anamma, Quorn, Oumph!, Findus Green Cuisine, Pure, and VegMe are just some of the promi...

Euromonitor International's HW Cooking Ingredients and Meals in Sweden report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

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

Why buy this report?

- \* Get a detailed picture of the HW Cooking Ingredients and Meals 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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Euromonitor International  
January 2024

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#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

More Swedes going meat free as health and environmental concerns grow

Vegetarianism on the rise with players responding with new products

Omega 3 gains attention for its numerous health benefits

#### **PROSPECTS AND OPPORTUNITIES**

Mixed outlook for health and wellness cooking ingredients and meals as consumers want healthier meals without compromising on taste

Demand for vegetarian, vegan and plant-based products on the up as consumers look to make more ethical choices

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