

HW Dairy Products and Alternatives in Sweden

Market Direction | 2023-11-07 | 14 pages | Euromonitor

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Report description:

Plant-based dairy, primarily oat-based, remained the most popular category in health and wellness dairy products and alternatives in Sweden in 2022. The category was notably boosted by the pandemic which led to consumers paying more attention to their diet and the ingredients they put into their body. Unlike many other dairy categories, plant-based dairy products and alternatives continued to grow in 2022. This was partly as a result of growth developing from a lower base, but also as consumers...

Euromonitor International's HW Dairy Products and Alternatives 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 Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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 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.

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reliable information resources to help drive informed strategic planning.

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Digestive health sees growth in health and wellness dairy products and alternatives

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HEALTH AND WELLNESS IN SWEDEN

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