

HW Hot Drinks in Sweden

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

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Report description:

The lingering impact of the COVID-19 pandemic combined with the economic fallout from Russia's invasion of Ukraine led to skyrocketing unit prices as Sweden experienced spiralling rates of inflation. This led to a drop in disposable income which in turn influenced consumer purchasing decisions, including when it came to coffee. In addition, another key driving force within coffee in Sweden was related to a growing demand for environmentally friendly, ethical, and fresh options. As such, health a...

Euromonitor International's HW Hot Drinks 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 Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW Tea.

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 Hot Drinks 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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Table of Contents:

HW Hot Drinks in Sweden
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List Of Contents And Tables

HW HOT DRINKS IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Organic coffee and fortified tea two areas to look out for in 2022 against a backdrop of economic uncertainty

Organic claims prove popular among health conscious consumers in 2022

No sugar a growing claim in health and wellness hot drinks

PROSPECTS AND OPPORTUNITIES

Organic coffee and fortified tea showing the most promise in health and wellness hot drinks

New product development could help stir up interest in low sugar and organic other hot drinks

Rising number of vegetarians and vegans presenting new opportunities for growth and development

MARKET DATA

Table 1 Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 7 Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 8 Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

HEALTH AND WELLNESS IN SWEDEN

EXECUTIVE SUMMARY

Overview

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