

HW Snacks in Sweden

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

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Report description:

Swedes love their snacks with high levels of per capita consumption for most categories but demand for healthier options remains comparatively quite low. Unlike most packaged food categories where consumers are opting for healthier alternatives of the same product (such as low sugar ketchup and low fat milk), Swedish consumers are generally unwilling to compromise on taste and brand when it comes to snacks. Swedes primarily consume snacks during specific times, the most well-known being "lördags..."

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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 Snacks 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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HW SNACKS IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health-positioned products remain a novelty with Swedes preferring more indulgent snacks

Vegan products continue to grow in popularity as the healthier and more ethical option

Good source of omega 3s sees positive growth but low fat and high protein remain key selling points

PROSPECTS AND OPPORTUNITIES

Healthier ice cream seen as the trendy option

Vegan shows promise in health and wellness snacks to 2027

Healthier options could find favour in chocolate confectionery over the forecast period

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HEALTH AND WELLNESS IN SWEDEN

EXECUTIVE SUMMARY

Overview

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