

Snacks in Sweden

Market Direction | 2024-06-28 | 71 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

Snacks is set to see current value growth in Sweden in 2024. Volume sales are expected to stagnate during the year, with volume growth hard to come by due to already high per capita consumption of snacks in general and market maturity. Nonetheless, some trendy categories are managing to see healthy growth, boosted by product innovation and interest in the health and wellness features of snacking products.

Euromonitor International's Snacks in Sweden report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, 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 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

Table of Contents:

Snacks in Sweden
Euromonitor International
June 2024

List Of Contents And Tables

SNACKS IN SWEDEN

EXECUTIVE SUMMARY

Snacks in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2019-2024
Table 2 Sales of Snacks by Category: Value 2019-2024
Table 3 Sales of Snacks by Category: % Volume Growth 2019-2024
Table 4 Sales of Snacks by Category: % Value Growth 2019-2024
Table 5 NBO Company Shares of Snacks: % Value 2020-2024
Table 6 LBN Brand Shares of Snacks: % Value 2021-2024
Table 7 Penetration of Private Label by Category: % Value 2019-2024
Table 8 Distribution of Snacks by Format: % Value 2019-2024
Table 9 Forecast Sales of Snacks by Category: Volume 2024-2029
Table 10 □Forecast Sales of Snacks by Category: Value 2024-2029
Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029
Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN SWEDEN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Intense competition
Multi-faceted sensory experiences in new product development
Health and wellness plays important role in premium segment

PROSPECTS AND OPPORTUNITIES

Emphasis on local production
Rising interest in ethical consumerism
Emphasis on sustainability

CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2019-2024
Table 14 Sales of Chocolate Confectionery by Category: Value 2019-2024
Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024
Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024
Table 17 Sales of Chocolate Tablets by Type: % Value 2019-2024
Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2020-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2019-2024

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029

Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029

GUM IN SWEDEN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Intense competition in an increasingly mature category

Health and wellness claims a key attribute

Functional ingredients

PROSPECTS AND OPPORTUNITIES

Gum players work to develop consumer loyalty

Increasing variety of flavours

Growing focus on sustainability

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2019-2024

Table 26 Sales of Gum by Category: Value 2019-2024

Table 27 Sales of Gum by Category: % Volume Growth 2019-2024

Table 28 Sales of Gum by Category: % Value Growth 2019-2024

Table 29 Sales of Gum by Flavour: Rankings 2019-2024

Table 30 NBO Company Shares of Gum: % Value 2020-2024

Table 31 LBN Brand Shares of Gum: % Value 2021-2024

Table 32 Distribution of Gum by Format: % Value 2019-2024

Table 33 Forecast Sales of Gum by Category: Volume 2024-2029

Table 34 □Forecast Sales of Gum by Category: Value 2024-2029

Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2024-2029

Table 36 □Forecast Sales of Gum by Category: % Value Growth 2024-2029

SUGAR CONFECTIONERY IN SWEDEN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Players look to respond to evolving trends

Pick and mix proving popular

Health and wellness trend driving use of natural ingredients

PROSPECTS AND OPPORTUNITIES

Focus on domestic demand

Shift to sugar free options

E-commerce and sustainability

CATEGORY DATA

Table 37 Sales of Sugar Confectionery by Category: Volume 2019-2024

Table 38 Sales of Sugar Confectionery by Category: Value 2019-2024

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024

Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2019-2024

Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024

Table 42 NBO Company Shares of Sugar Confectionery: % Value 2020-2024

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 44 Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN SWEDEN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Swedish consumers look to save money

Flavour and indulgence

Health and wellness exerting significant influence

PROSPECTS AND OPPORTUNITIES

Brands emphasise local origins

Ongoing focus on brand development

Sustainability taking centre stage

CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2020-2024

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2021-2024

Table 57 NBO Company Shares of Snack Bars: % Value 2020-2024

Table 58 □LBN Brand Shares of Snack Bars: % Value 2021-2024

Table 59 □NBO Company Shares of Fruit Snacks: % Value 2020-2024

Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2021-2024

Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024

Table 62 □Distribution of Sweet Biscuits by Format: % Value 2019-2024

Table 63 □Distribution of Snack Bars by Format: % Value 2019-2024

Table 64 □Distribution of Fruit Snacks by Format: % Value 2019-2024

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029

Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

ICE CREAM IN SWEDEN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Building on Swedes' fondness for ice cream

Expanding offer in vegan ice cream

New products focus on health and wellness

PROSPECTS AND OPPORTUNITIES

Focus on local origins

Expanding range of flavours

Increasing emphasis on social and environmental impact of products

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 69 Sales of Ice Cream by Category: Volume 2019-2024
Table 70 Sales of Ice Cream by Category: Value 2019-2024
Table 71 Sales of Ice Cream by Category: % Volume Growth 2019-2024
Table 72 Sales of Ice Cream by Category: % Value Growth 2019-2024
Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2019-2024
Table 74 Sales of Impulse Ice Cream by Format: % Value 2019-2024
Table 75 NBO Company Shares of Ice Cream: % Value 2020-2024
Table 76 LBN Brand Shares of Ice Cream: % Value 2021-2024
Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2020-2024
Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024
Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2020-2024
Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024
Table 81 □Distribution of Ice Cream by Format: % Value 2019-2024
Table 82 □Forecast Sales of Ice Cream by Category: Volume 2024-2029
Table 83 □Forecast Sales of Ice Cream by Category: Value 2024-2029
Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029
Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

SAVOURY SNACKS IN SWEDEN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Pricing competition

Continuing interest in new and enhanced flavours

Health and wellness has strong impact

PROSPECTS AND OPPORTUNITIES

Domestic origins and traditional favourites

Environmental and social responsibility

Brands need to work to fend off competition from the private label segment

CATEGORY DATA

Table 86 Sales of Savoury Snacks by Category: Volume 2019-2024
Table 87 Sales of Savoury Snacks by Category: Value 2019-2024
Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2019-2024
Table 89 Sales of Savoury Snacks by Category: % Value Growth 2019-2024
Table 90 NBO Company Shares of Savoury Snacks: % Value 2020-2024
Table 91 LBN Brand Shares of Savoury Snacks: % Value 2021-2024
Table 92 Distribution of Savoury Snacks by Format: % Value 2019-2024
Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2024-2029
Table 94 Forecast Sales of Savoury Snacks by Category: Value 2024-2029
Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029
Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Snacks in Sweden

Market Direction | 2024-06-28 | 71 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com