

Health and Wellness in Sweden

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Report description:

The health and wellness industry continues to gain greater significance overall, particularly in the wake of the pandemic, as consumers have become more cognisant of the negative impact of processed food and a range of drinks on their health and wellbeing. The virus disproportionately affected those with underlying health conditions, such as obesity and diabetes, making people more conscious of the need to take care of their health and boost their overall immunity. As a result, people are increa...

Euromonitor International's Health and Wellness 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals, HW Dairy Products and Alternatives, HW Hot Drinks, HW Snacks, HW Soft Drinks, HW Staple Foods.

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

Why buy this report?

- * Get a detailed picture of the Health and Wellness 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:

Health and Wellness in Sweden
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List Of Contents And Tables

HEALTH AND WELLNESS IN SWEDEN

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

HW HOT DRINKS IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Organic hot drinks lead sales, however, growth struggles as disposable incomes decline

Double-digit growth for no sugar claim as obesity and health concerns rise

Strong growth for a good source of vitamins and minerals tea as consumers reach for fortified options

PROSPECTS AND OPPORTUNITIES

Fortified and organic herbal teas have solid growth potential as consumers avoid caffeine

Innovations within other hot drinks appeal to health-conscious parents in Sweden

The vegetarian claim drives the strongest growth, aligning with changing dietary behaviours

CATEGORY DATA

Table 1 Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023

Table 2 Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 mpany Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 4 mpany Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 5 mpany Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 6 mpany Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 7 mpany Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 8 recast Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028

Table 9 recast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

HW SOFT DRINKS IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

No sugar is the leading claim as consumers demand healthier soft drink options

Digestive health gains ground as digestive health RTD tea records double-digit growth

Energy boosting claims drive growth while players focus on reducing sugar

PROSPECTS AND OPPORTUNITIES

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No sugar continues to drive growth and shape innovation in health and wellness soft drinks

The natural claim gains ground as concern rises surrounding artificial ingredients

A sugar tax would significantly influence new product development in soft drinks

CATEGORY DATA

Table 10 Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

Table 11 Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 12 Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 13 Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 14 Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 15 Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 16 Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 17 Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

Table 18 Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

HW SNACKS IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

The vegan claim leads sales as consumers embrace plant-based diets for health benefits

Ice cream with health claims drive sales on the Swedish snack landscape

Innovations focus on health and wellness claims without compromising on taste

PROSPECTS AND OPPORTUNITIES

The vegan claim drives strong sales as consumers appreciate additional health benefits

Healthier options will gain ground in chocolate confectionery, blending health with indulgence

A good source of omega 3s drives sales, especially among vegan consumers

CATEGORY DATA

Table 19 Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 20 Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 21 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 22 Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 23 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 24 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 25 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 26 Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 27 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

HW DAIRY PRODUCTS AND ALTERNATIVES IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

The low fat claim drives the strongest sales as consumers increasingly manage their fat, sugar and salt intake

Natural products benefit as artificial ingredients raise health concerns

Plant-based goods drive growth as consumers migrate to vegan and vegetarian diets

PROSPECTS AND OPPORTUNITIES

Digestive health products have solid potential as growth recovers over the forecast period

Plant-based products drive growth, challenging sales of traditional dairy in Sweden

Baby food players launch organic and no sugar lines as parents are willing to invest in health claims

No-added sugar will also be a growing movement in baby food, reaching sales of SEK680 million in 2028

CATEGORY DATA

Table 28 Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

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Table 29 Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023
Table 30 Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023
Table 31 Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V
Table 32 Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20
Table 33 Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2
Table 34 Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023
Table 35 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028
Table 36 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

HW COOKING INGREDIENTS AND MEALS IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health and wellness innovations drive sales despite rising inflation in Sweden
Meat-free diets increase, driving sales of the vegetarian claim in Sweden
Vegan and plant-based products align with consumers' health and ethical choices

PROSPECTS AND OPPORTUNITIES

Low fat, low sugar and high protein innovations will drive growth across the forecast period
The omega 3 claim drives strong growth, appealing to both vegans and vegetarians

GROWTH FOR GLUTEN FREE GOODS AS CONSUMERS FOCUS ON OVERALL WELLBEING

CATEGORY DATA

Table 37 Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023
Table 38 Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023
Table 39 Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023
Table 40 Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023
Table 41 Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023
Table 42 Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023
Table 43 Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023
Table 44 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028
Table 45 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2023-2028

HW STAPLE FOODS IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Gluten free staple foods drive the strongest retail value sales as health concerns rise
Plant-based meat and seafood substitutes drive strong growth, boosted by innovations
Innovations focus on health claims without compromising taste and flavour

PROSPECTS AND OPPORTUNITIES

Low fat gains ground as obesity concerns increase over the forecast period
Strong growth for the vegetarian claim as consumers migrate to meat-free diets

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The high protein claim gains ground through supporting fitness and dietary goals

CATEGORY DATA

Table 46 Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 47 Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 48 Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 49 Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 50 Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 51 Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 52 Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 53 Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 54 Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

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