

HW Cooking Ingredients and Meals in Sweden

Market Direction | 2024-08-06 | 16 pages | Euromonitor

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Report description:

Despite rising inflation in 2023, consumer interest in health, wellness and sustainability continued to drive sales and shape innovations within cooking ingredients and meals. 2023 saw a rise in consumers opting for food and drink with health claims, while shifting towards plant-based options across all categories in cooking ingredients and meals. As such, health and wellness claims remained a key aspect of innovations, driving growth in the cooking ingredients and meals landscape. Consumers wer...

Euromonitor International's HW Cooking Ingredients and Meals 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 by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

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 Cooking Ingredients and Meals 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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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

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HEALTH AND WELLNESS IN SWEDEN

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Blood pressure and cholesterol levels

Diabetes prevalence

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