

HW Snacks in Sweden

Market Direction | 2024-08-06 | 15 pages | Euromonitor

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Report description:

Following the outbreak of COVID-19 in Sweden, there has been a growing focus on healthier food options as consumers take a closer look at the nutritional value of their choices, aiming to improve and support their long-term health. As such, snacks that are positioned as healthier, with strong health and wellness claims, have increasingly driven growth. One of the key trends of healthier living is the ongoing migration to vegetarian, vegan and plant-based lifestyles. This consumer switch is encour...

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 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 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

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

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HEALTH AND WELLNESS IN SWEDEN

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Consumer weight trends

Consumer diet trends

Health-related deaths

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Diabetes prevalence

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