

HW Staple Foods in Sweden

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

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Report description:

The health and wellness trend continued to grow in Sweden in 2023, shaping consumers' purchasing habits of staple foods. In addition to seeking low sugar, fat, and salt, many consumers are reaching for free-from options and looking to eliminate certain ingredients to aid overall wellbeing. An estimated 2% of the Swedish population have coeliac disease, although it is believed a high number of sufferers go undiagnosed. This potential consumer base has helped to fuel demand for gluten free staple...

Euromonitor International's HW Staple Foods 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 Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods by Type.

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

CATEGORY DATA

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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

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