

Baby Food in Sweden

Market Direction | 2024-09-05 | 21 pages | Euromonitor

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Report description:

As Sweden's birth rate continues to decline, baby food in 2024 is suffering from falling volume sales in 2024, following on from a trend set the previous year. Competition is intense and brands are responding by investing in value-added benefits such as organic and/or plant-based ingredients in order to drive value sales. While organic is struggling in some other packaged food categories, it is faring well in baby food with organic products gaining shelf space in retailers; some brands, such as...

Euromonitor International's Baby Food 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: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

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

Why buy this report?

- * Get a detailed picture of the Baby Food 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.

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Table of Contents:

Baby Food in Sweden
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List Of Contents And Tables

BABY FOOD IN SWEDEN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume sales struggle in face of price hikes and home-preparation trend

On-the-go formats and no-sugar variants gain traction

Plant-based protein and private label expand across baby food

PROSPECTS AND OPPORTUNITIES

Domestic trend will persist, while milk formula benefits from new technology

Players invest in customer loyalty

Sustainability to remain central concern

CATEGORY DATA

Table 1 Sales of Baby Food by Category: Volume 2019-2024

Table 2 Sales of Baby Food by Category: Value 2019-2024

Table 3 Sales of Baby Food by Category: % Volume Growth 2019-2024

Table 4 Sales of Baby Food by Category: % Value Growth 2019-2024

Table 5 Sales of Growing-Up Milk Formula by Age: % Value 2019-2024

Table 6 NBO Company Shares of Baby Food: % Value 2020-2024

Table 7 LBN Brand Shares of Baby Food: % Value 2021-2024

Table 8 Distribution of Baby Food by Format: % Value 2019-2024

Table 9 Forecast Sales of Baby Food by Category: Volume 2024-2029

Table 10 □Forecast Sales of Baby Food by Category: Value 2024-2029

Table 11 □Forecast Sales of Baby Food by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Baby Food by Category: % Value Growth 2024-2029

DAIRY PRODUCTS AND ALTERNATIVES IN SWEDEN

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 13 Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 17 Penetration of Private Label by Category: % Value 2019-2024

Table 18 Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 20 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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