

Butter and Spreads in Sweden

Market Direction | 2024-09-05 | 18 pages | Euromonitor

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Report description:

Health and wellness features continue to be trendy and noted in new product developments within butter and spreads in Sweden in 2024. This includes healthier fat content and cholesterol-lowering claims. Rapeseed is increasingly seen as a local superfood; besides its cholesterol-lowering attributes, the Becel brand points out that its products have a natural content of omega-3 and omega-6, due to the rapeseed content. Valio, meanwhile, has introduced several new butter-with-rapeseed spread mixes,...

Euromonitor International's Butter and Spreads 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: Butter, Cooking Fats, Margarine and 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 Butter and Spreads 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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BUTTER AND SPREADS IN SWEDEN

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Rapeseed gains ground as local superfood as health and wellness trends accelerate

Demand for convenience prompts product development

Plant-based options mimic dairy butter

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