

## **Dairy Products and Alternatives in Sweden**

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### **Report description:**

Dairy products and alternatives in Sweden is facing several challenges in 2024, with maturity meaning that volume sales are increasingly difficult to improve, prompting players to invest more into reviving value sales. The country's declining birth rate is negatively impacting baby food and motivating manufacturers to be more innovative in new product development as well as marketing. Further, as the cost of living is rising consumers are increasingly comparing prices between brands and private...

Euromonitor International's Dairy Products and Alternatives 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: Baby Food, Dairy, Plant-based Dairy.

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

### **Why buy this report?**

- \* Get a detailed picture of the Dairy Products and Alternatives 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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