

## **Plant-Based Dairy in Sweden**

Market Direction | 2024-09-05 | 17 pages | Euromonitor

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### **Report description:**

Plant-based offerings within dairy products and alternatives in Sweden continue to do well in 2024, despite falling sales, having expanded from a small niche to much broader ranges and varieties over the years. According to studies, the majority of Swedes eat entirely vegetarian meals at least once a week, with the vegetarian diet most prevalent among young consumers and women. While the proportion of vegetarians and vegans is stable, flexitarians eat vegetarian to a slightly lesser extent. The...

Euromonitor International's Plant-based Dairy 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: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

- \* Get a detailed picture of the Plant-based Dairy 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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