

## **Meals and Soups in Sweden**

Market Direction | 2024-10-28 | 20 pages | Euromonitor

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### **Report description:**

Health and wellness continue to drive sales in the mature meals and soups category with innovative launches appearing in Swedish retailers. With convenience and low price no longer enough to attract the attention of Swedish consumers to ready meals, brands are increasingly looking to add value via health and wellness, offering a range of healthier options. Indeed, there is an effort to dispel the widely held perception that ready meals are inherently unhealthy. The Real Foods brand now offers pi...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- \* Get a detailed picture of the Meals and Soups 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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Euromonitor International  
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Ready meals aim to support busy Swedish lifestyles  
Heartier salads and soups launch in 2024

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Private label is likely to extend its position in meals and soups  
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