

Sweet Spreads in Sweden

Market Direction | 2024-10-28 | 19 pages | Euromonitor

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Report description:

Sweet spreads in Sweden faces maturity and relatively limited growth opportunities in volume terms. Nonetheless, in 2024, growth was stimulated by new product development and the launch of more premium offerings. Value-added features, such as lower sugar content, plant-based or enhanced flavours and texture experiences, have reinvigorated the category and led to a slightly better volume growth over 2024. For example, the new Printzells Hasselnotskram Creme de la creme promises extra smoothness.

Euromonitor International's Sweet 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: Chocolate Spreads, Honey, Jams and Preserves, Nut and Seed Based 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 Sweet 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.

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

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reliable information resources to help drive informed strategic planning.

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