

Yoghurt and Sour Milk Products in Sweden

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Players react to inflation by offering larger pack sizes, reducing price per volume

New product launches focus on flavour and mouthfeel to tempt consumers

Healthy attributes feature in new products, aligning with the rising health trend

PROSPECTS AND OPPORTUNITIES

Players focus on domestic origin and local ingredients to boost sales

Plant-based yoghurt is on the rise but unlikely to challenge traditional yoghurt

Players focus on sustainable packaging, reducing their use of plastic

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