

# HW Snacks in Sweden

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Health-positioned products remain a novelty with Swedes preferring more indulgent snacks  
Vegan products continue to grow in popularity as the healthier and more ethical option  
Good source of omega 3s sees positive growth but low fat and high protein remain key selling points

### PROSPECTS AND OPPORTUNITIES

Healthier ice cream seen as the trendy option  
Vegan shows promise in health and wellness snacks to 2027  
Healthier options could find favour in chocolate confectionery over the forecast period

### MARKET DATA

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## Health and Wellness in Sweden - Industry Overview

### EXECUTIVE SUMMARY

Overview

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