Cheese in Sweden
September 2023
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Cheese in Sweden - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising price points lead consumers to search for deals while buying private label goods
Products align with the home cooking trend while offering families various sizes
Indulgence and flavour remain key selling points for cheese in Sweden

PROSPECTS AND OPPORTUNITIES

Local ingredients and domestic origin will continue to boost sales
Sustainability and health and wellness attributes remain key across the forecast period
Plant-based cheese is a growing area, but organic options continue to struggle

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DISCLAIMER

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