KEY DATA FINDINGS

2023 DEVELOPMENTS

Price hikes and declining birth rates challenge new product developments
Product launches focus on health and wellness, while packaging offers convenience
Semper AB retains its leading position but faces competition as organic becomes a standard

PROSPECTS AND OPPORTUNITIES

New ingredients and advancements will be seen in milk formula
Brands strengthen their relationship with consumers through advice and services
Players highlight their sustainability and corporate social responsibilities

CATEGORY DATA

Table 1 - Sales of Baby Food by Category: Volume 2018-2023
Table 2 - Sales of Baby Food by Category: Value 2018-2023
Table 3 - Sales of Baby Food by Category: % Volume Growth 2018-2023
Table 4 - Sales of Baby Food by Category: % Value Growth 2018-2023
Table 5 - Sales of Growing-Up Milk Formula by Age: % Value 2018-2023
Table 6 - NBO Company Shares of Baby Food: % Value 2019-2023
Table 7 - LBN Brand Shares of Baby Food: % Value 2020-2023
Table 8 - Distribution of Baby Food by Format: % Value 2018-2023
Table 9 - Forecast Sales of Baby Food by Category: Volume 2023-2028
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Dairy Products and Alternatives in Sweden - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture
Key trends in 2023
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023
Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
Table 17 - Penetration of Private Label by Category: % Value 2018-2023
Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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