



Euromonitor  
International

# Savoury Snacks in Sweden

July 2026

Table of Contents

## KEY DATA INSIGHTS

### 2026 DEVELOPMENTS

Savoury Snacks Summary

## INDUSTRY PERFORMANCE

Premiumisation and Health-Driven Demand Propel Value Growth

Consumer Co-Creation and Limited-Edition Innovation Sustain Brand Relevance

Chart 1 - Estrella Ostringar Mild Jalapeño Offers a Safer Adventurous Flavour Profile

Consumer-Driven Launches Accelerate Flavour Experimentation and Market Churn

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

## WHAT'S NEXT?

Private Label Products to Challenge Premium Brands as Value Growth Overtakes Volume

Brands Anticipated to Accelerate Consumer-Driven Flavour Innovation to Secure Loyalty

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Estrella and Orkla Strengthen Leadership as Innovation Sustains Share Gains

Chart 7 - Estrella Hot Honey Launch After the Flavour Wins the Consumer Voting

Chart 8 - Company Shares 2026

Chart 9 - Brand Shares 2026

## CHANNELS

Supermarkets Maintain Leadership by Leveraging Impulse-Driven Snacking

Retail E-Commerce Expands Reach but Impulse Channels Sustain Growth

Price Sensitivity and Innovation Strengthen Snack Consumption through Retail Channels

Chart 10 - Retail Channels 2021-2026

## ECONOMIC CONTEXT

Chart 11 - Economic Context for Savoury Snacks

Chart 12 - Real Gdp Growth 2021-2031

Chart 13 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 14 - Consumer Context for Savoury Snacks

Chart 15 - Population 2021-2031

Chart 16 - Population by Generation 2026

## COUNTRY REPORTS DISCLAIMER

[Snacks in Sweden - Industry Overview](#)

## EXECUTIVE SUMMARY

2026 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Snacks

## INDUSTRY PERFORMANCE

Value Growth Masks Cautious Consumer Spending as Affordability Defines Sweden's Snacks

Chart 18 - ICA Private Label Line Introduces White Chocolate Almond Sticks

Affordability Pressures Reshape Purchasing Behaviour as Chocolate Confectionery Retains Lead

Insight-Driven Innovation and Health-Indulgence Hybrids Intensify Competition across Snacks

Chart 19 - Value Sales 2021-2031

Chart 20 - Value Sales by Category 2026

## WHAT'S NEXT?

Retailers Projected to Intensify Focus on Promotions to Offset Rising Prices

Health-Focused Brands Set to Diversify Ranges to Capture Wellness Demand

Chart 21 - Analyst Insight for Snacks

Bold Flavours and Layered Textures Expected to Attract Experience-Driven Shoppers

Chart 22 - Forecast Value Sales 2021-2031

Chart 23 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Leading Companies Sustain Positions through Strong Product Portfolios and Wide Distribution

Flavour-Driven Innovation and Health-Indulgence Positioning Fuel Famora Foods' Growth

Chart 24 - Company Shares 2026

Chart 25 - Brand Shares 2026

## CHANNELS

Supermarkets Anchor Everyday Snack Purchases as Hypermarkets Follow

Costco Wholesale Drives Warehouse Clubs' Momentum for Bulk Snack Buying

Retail E-Commerce Supports Planned Purchases but Lags Impulse Snack Sales

Chart 26 - Retail Channels 2021-2026

## PRODUCTS

Ica Leverages Value-Focused Multipacks to Challenge Branded Rivals

Dave and Jon'S Expands with Bold Flavours to Capture Health-Conscious Snackers

Chart 27 - Dave & Jon's Mango Spicy Ginger/Lime Twist

## ECONOMIC CONTEXT

Chart 28 - Economic Context for Snacks

Chart 29 - Real Gdp Growth 2021-2031

Chart 30 - Inflation 2021-2031

## CONSUMER CONTEXT

Chart 31 - Consumer Context for Snacks

Chart 32 - Population 2021-2031

Chart 33 - Population by Generation 2026

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/savoury-snacks-in-sweden/report](http://www.euromonitor.com/savoury-snacks-in-sweden/report).