



Euromonitor
International

Dairy Products and Alternatives in Sweden

October 2026

Table of Contents

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Dairy Products and Alternatives

INDUSTRY PERFORMANCE

Modest Growth Amid Cautious Consumer Outlook

Chart 2 - Lindahls' New Launch Blends Collagen, Protein and Tropical Flavours

Indulgence and Wellness Trends Continue to Win Active Consumers

Brands Capture Flexitarian Demand with Hybrid Products

Chart 3 - Value Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Hybrid Innovation and Premiumisation Will Shape Future Value Gains

Chart 5 - Verum Introduces a Hybrid Yoghurt and Quark

Plant-Based Options to Outpace Growth as Dairy Maintains Lead

Chart 6 - Analyst Insight for Dairy Products and Alternatives

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Arla Foods Strengthens Leadership as Private Label Gains Ground

Skånemejerier's Proviva Acquisition Boosts Functional Dairy Innovation

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Supermarkets Defend Lead as Discounters Expand Reach

E-Commerce Attracts Shoppers Looking for Convenience

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Lindahls and Verum Expand Functional Indulgence and Wellness

Hybrid Launches and Wellness Claims Drive Premium Competition

ECONOMIC CONTEXT

Chart 12 - Economic Context for Dairy Products and Alternatives

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Dairy Products and Alternatives

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

Chart 18 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Baby Food Summary

INDUSTRY PERFORMANCE

Sales of Baby Food Remain Flat Due to Declining Birth Rate

Chart 19 - Alex & Phil Launches Low-Sugar Dried Baby Food

Manufacturers Target Toddler Needs to Extend Brand Loyalty

Chart 20 - Value Sales 2021-2031

Chart 21 - Value Sales by Category 2026

WHAT'S NEXT?

Age-Appropriate Snacks and Premium Launches Set to Fuel Value Gains

Chart 22 - Semper Expands Toddler Nutrition with Little Kids Range

Clean-Label Convenience and Eco-Innovation to Boost Brand Loyalty

Chart 23 - Forecast Value Sales 2021-2031

Chart 24 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Semper and Nestlé Defend Leadership as Shares Stabilise

Chart 25 - Company Shares 2026

Chart 26 - Brand Shares 2026

CHANNELS

Supermarkets Lead Due to Their Broad Product Range and Accessibility

E-Commerce Accelerates as Parents Prioritise Convenience and Access

Chart 27 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 28 - Economic Context for Baby Food

Chart 29 - Real Gdp Growth 2021-2031

Chart 30 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 31 - Consumer Context for Baby Food

Chart 32 - Population 2021-2031

Chart 33 - Population by Generation 2026

Chart 34 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

[Butter and Spreads in Sweden](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Butter and Spreads Summary

INDUSTRY PERFORMANCE

Falling Demand Leads to a Contraction in Sales

Chart 35 - Lätta Sport Supports Functional Nutrition

Butter Maintains Its Established Dominance

Brands Support Functional Indulgence, While Raising the Bar for Added Value

Chart 36 - Value Sales 2021-2031

Chart 37 - Value Sales by Category 2026

WHAT'S NEXT?

Evolving Consumer Habits Put Pressure on Volume Demand

Chart 38 - Flora Original Refreshes Its Plant-Based Spread

Butter Sustains Lead as Plant-Based Drives Future Value Gains

Retailers Shift Focus to Functional and Sustainable Launches

Chart 39 - Forecast Value Sales 2021-2031

Chart 40 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Arla Foods and Upfield Sweden Defend Leadership as Private Label Gains Ground

Chart 41 - Company Shares 2026

Chart 42 - Brand Shares 2026

CHANNELS

Supermarkets Retain Lead as Discounters Increase in Popularity

Convenience and Niche Appeal Drive Growth in E-Commerce

Chart 43 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 44 - Economic Context for Butter and Spreads

Chart 45 - Real Gdp Growth 2021-2031

Chart 46 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 47 - Consumer Context for Butter and Spreads

Chart 48 - Population 2021-2031

Chart 49 - Population by Generation 2026

Chart 50 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

[Cheese in Sweden](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Cheese Summary

KEY INDUSTRY TRENDS

Chart 51 - Key Industry Trends for Cheese

INDUSTRY PERFORMANCE

Cheese Records Positive Growth Despite Economic Pressures

Chart 52 - Norrmejerier Expands Wellness-Focused Cheese

Household Staple Cheese Shapes Consumer Choices

Hybrid Cheese Captures Demand for Sustainability

Chart 53 - Value Sales 2021-2031

Chart 54 - Value Sales by Category 2026

WHAT'S NEXT?

Private Label Maintains Value Focus as Local Sourcing Wins Loyalty

Chart 55 - Supermarket Chain Coop Launches Swedish-Made Mature Grated Cheese

Hard Cheese Sustains Dominance Due to Its Popularity

Chart 56 - Analyst Insight for Cheese

Protein-Rich and Hybrid Launches Appeal to New Consumer Priorities

Chart 57 - Forecast Value Sales 2021-2031

Chart 58 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Arla Foods Leverages Trust and Distribution to Sustain Its Leading Position

Chart 59 - Company Shares 2026

Chart 60 - Brand Shares 2026

CHANNELS

Supermarkets Continue to Attract Shoppers Due to Their Urban Convenience

E-Commerce Influences Everyday Cheese Purchasing

Chart 61 - Retail Channels 2021-2026

PRODUCTS

Norrmøjerier and Coop Respond to Health and Value Demands with New Launches

Planetdairy Partners with Ica Gruppen to Introduce Hybrid Cheese

ECONOMIC CONTEXT

Chart 62 - Economic Context for Cheese

Chart 63 - Real Gdp Growth 2021-2031

Chart 64 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 65 - Consumer Context for Cheese

Chart 66 - Population 2021-2031

Chart 67 - Population by Generation 2026

Chart 68 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

[Drinking Milk Products in Sweden](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Drinking Milk Products Summary

INDUSTRY PERFORMANCE

Sales Slow Down Due to Pricing Pressures

Chart 69 - Arla Creates Excitement with Strawberry-Flavoured Pink Milk

Protein Meal Shakes Boost Value through Functional Indulgence

Chart 70 - Value Sales 2021-2031

Chart 71 - Value Sales by Category 2026

WHAT'S NEXT?

Functional Milk Drinks Capture Demand for Protein and Convenience

Chart 72 - Arla Introduces Protein Food to Go Meal Shakes

Local Sourcing and Sustainability Shape Long-Term Brand Loyalty

Chart 73 - Forecast Value Sales 2021-2031

Chart 74 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Private-Label Operators Expand Share as Value Drives Consumer Choices

Chart 75 - Company Shares 2026

Chart 76 - Brand Shares 2026

CHANNELS

Supermarkets and Hypermarkets Secure Shopper Loyalty with Value and Convenience

Costco Leverages Bulk Formats to Challenge Traditional Retailers

E-Commerce Accelerates with Home Delivery Appeal

Chart 77 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 78 - Economic Context for Drinking Milk Products

Chart 79 - Real Gdp Growth 2021-2031

Chart 80 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 81 - Consumer Context for Drinking Milk Products

Chart 82 - Population 2021-2031

Chart 83 - Population by Generation 2026

Chart 84 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

Yoghurt and Sour Milk Products in Sweden

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Yoghurt and Sour Milk Products Summary

INDUSTRY PERFORMANCE

Premiumisation and Functional Innovation Bolster Value Growth

Chart 85 - Skånemejerier Refreshes Filmjök with Pear-Vanilla Flavour

Indulgent Textures Boost Protein Yoghurt Sales

Skånemejerier Modernises Filmjök to Attract Younger Consumers

Chart 86 - Value Sales 2021-2031

Chart 87 - Value Sales by Category 2026

WHAT'S NEXT?

Functional and Indulgent Launches Set to Drive Premium Value Growth

Chart 88 - Arla Introduces New High-Protein Yoghurt

Regional Dairies Use Tradition and Sustainability to Capture Loyalty

Chart 89 - Forecast Value Sales 2021-2031

Chart 90 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Arla Foods Leverages Trust and Range to Maintain Dominance

Skånemejerier Buys the Proviva Brand From Danone

Chart 91 - Company Shares 2026

Chart 92 - Brand Shares 2026

CHANNELS

Supermarkets and Hypermarkets Retain Dominance as E-Commerce Expands

Omnichannel Retailers Attract Urban Shoppers with Digital Convenience

Chart 93 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 94 - Economic Context for Yoghurt and Sour Milk Products

Chart 95 - Real Gdp Growth 2021-2031

Chart 96 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 97 - Consumer Context for Yoghurt and Sour Milk Products

Chart 98 - Population 2021-2031

Chart 99 - Population by Generation 2026

Chart 100 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

[Other Dairy in Sweden](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Other Dairy Summary

INDUSTRY PERFORMANCE

Fromage Frais and Quark Drive Value as Functional Snacking Rises

Chart 101 - Ehrmann Brings Creatine into High-Protein Dairy Desserts

Ehrmann Elevates Protein Indulgence with Creatine Launch

Chart 102 - Value Sales 2021-2031

Chart 103 - Value Sales by Category 2026

WHAT'S NEXT?

Private Label Expands Protein-Rich Ranges

Chart 104 - Private Label Garant Launches High-Protein Kvarg

Wellness and Convenience Reshape Consumer Expectations

Chart 105 - Forecast Value Sales 2021-2031

Chart 106 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Arla Foods and Ica Sverige Boost Lead through Protein Innovation

Chart 107 - Company Shares 2026

Chart 108 - Brand Shares 2026

CHANNELS

Supermarkets and Discounters Secure Shopper Loyalty through Value

E-Commerce Accelerates as Urban Shoppers Demand Convenience

Chart 109 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 110 - Economic Context for Other Dairy

Chart 111 - Real Gdp Growth 2021-2031

Chart 112 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 113 - Consumer Context for Other Dairy

Chart 114 - Population 2021-2031

Chart 115 - Population by Generation 2026

Chart 116 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

Plant-Based Dairy in Sweden

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Plant-Based Dairy Summary

INDUSTRY PERFORMANCE

Sales Improve Due to Better Flavour and Texture of Plant-Based Dairy

Chart 117 - Oatly Ikaffe Churros Flavour Is a Barista-Style Oat Milk

Casheury Elevates Premium Fermented Cheese

Versatile Innovation Drives Renewed Value Growth

Chart 118 - Value Sales 2021-2031

Chart 119 - Value Sales by Category 2026

WHAT'S NEXT?

Oat-Based Producers Refine Taste to Capture Selective Consumers

Chart 120 - Casheury Expands Its Premium Plant-Based Cheese

Brands Set to Drive Premium Expansion

Chart 121 - Forecast Value Sales 2021-2031

Chart 122 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Oatly and Valio Reinforce Leadership as Private Label Gains Ground

Chart 123 - Company Shares 2026

Chart 124 - Brand Shares 2026

CHANNELS

Supermarkets Maintain Dominance as Price Sensitivity Rises

E-Commerce Attracts Urban Shoppers with Niche and Premium Options

Chart 125 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 126 - Economic Context for Plant-Based Dairy

Chart 127 - Real Gdp Growth 2021-2031

Chart 128 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 129 - Consumer Context for Plant-Based Dairy

Chart 130 - Population 2021-2031

Chart 131 - Population by Generation 2026

Chart 132 - Consumer Expenditure 2021-2031

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/dairy-products-and-alternatives-in-sweden/report.