

Plant-Based Dairy in Sweden

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Product selections expand, aligning with the cooking-at-home trend
Plant-based milks feature fat percentages to align their appearance with cow's milk
Plant-based yoghurt and cheese expands from a low base

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Private label becomes more sophisticated, competing with brands
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Players emphasise sustainable claims to stand out in the landscape

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DISCLAIMER

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