

# HW Staple Foods in Sweden

November 2023

Table of Contents

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Plant-based meat and seafood substitutes thriving as consumers look to make healthier and more ethical choices

Gluten free holds first place within health and wellness staple foods in 2022

Consumers look to put healthier options on the breakfast table

#### PROSPECTS AND OPPORTUNITIES

Gluten free staple foods on the menu as consumers become more familiar with food intolerances

Vegetarian shows growth potential in health and wellness staple foods to 2027

Private label expected to see further gains

#### MARKET DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

## Health and Wellness in Sweden - Industry Overview

### EXECUTIVE SUMMARY

Overview

### 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/hw-staple-foods-in-sweden/report](https://www.euromonitor.com/hw-staple-foods-in-sweden/report).