

# Chocolate Confectionery in Sweden

August 2022

Table of Contents

## Chocolate Confectionery in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Premiumisation, indulgence and innovation remain key trends in 2022

New flavour and brand combinations remain important in driving demand in 2022

Sales of other chocolate confections rise as consumers revert to pre-pandemic lifestyles in 2022

#### PROSPECTS AND OPPORTUNITIES

Premiumisation and new flavour combinations set to drive demand over the forecast period

Sales of seasonal chocolate likely to rise as consumers return to enjoying holidays with friends and family over the forecast period, but chocolate pouches and bags set for limited sales growth

Competitive landscape likely to remain stable during the forecast period due to indulgence trend

#### CATEGORY DATA

Table 1 - Sales of Chocolate Confectionery by Category: Volume 2017-2022

Table 2 - Sales of Chocolate Confectionery by Category: Value 2017-2022

Table 3 - Sales of Chocolate Confectionery by Category: % Volume Growth 2017-2022

Table 4 - Sales of Chocolate Confectionery by Category: % Value Growth 2017-2022

Table 5 - Sales of Chocolate Tablets by Type: % Value 2017-2022

Table 6 - NBO Company Shares of Chocolate Confectionery: % Value 2018-2022

Table 7 - LBN Brand Shares of Chocolate Confectionery: % Value 2019-2022

Table 8 - Distribution of Chocolate Confectionery by Format: % Value 2017-2022

Table 9 - Forecast Sales of Chocolate Confectionery by Category: Volume 2022-2027

Table 10 - Forecast Sales of Chocolate Confectionery by Category: Value 2022-2027

Table 11 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2022-2027

Table 12 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2022-2027

## Snacks in Sweden - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

### MARKET DATA

Chart 1 - Snacks Value Sales Growth Scenarios: 2020-2027

Chart 2 - Snacks Impact of Drivers on Value Sales: 2020-2027

Table 13 - Sales of Snacks by Category: Volume 2017-2022

Table 14 - Sales of Snacks by Category: Value 2017-2022

Table 15 - Sales of Snacks by Category: % Volume Growth 2017-2022

Table 16 - Sales of Snacks by Category: % Value Growth 2017-2022

Table 17 - NBO Company Shares of Snacks: % Value 2018-2022

Table 18 - LBN Brand Shares of Snacks: % Value 2019-2022

Table 19 - Penetration of Private Label by Category: % Value 2017-2022

Table 20 - Distribution of Snacks by Format: % Value 2017-2022

Table 21 - Forecast Sales of Snacks by Category: Volume 2022-2027

Table 22 - Forecast Sales of Snacks by Category: Value 2022-2027

Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2022-2027

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## SOURCES

Summary 1 - Research Sources

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