



Euromonitor  
International

# Baked Goods in Sweden

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Purchasing decisions are shaped by price and provenance

### INDUSTRY PERFORMANCE

Snacking solutions and premium lines attract consumers

Importance of indulgence and celebratory occasions drives sales of cakes

### WHAT'S NEXT?

Steady progress in the mature baked goods category

Baked goods tap into high protein and gluten-free trends

Brands and private label emphasise Swedish origin where possible

### COMPETITIVE LANDSCAPE

Pågen AB secures a strong lead

Axfood AB builds on success through expansion of discount chain Willys

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Brighter performance for staple foods

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Modest growth over 2025

Health and convenience to spearhead product development

Local product origin tempts Swedes

### WHAT'S NEXT?

Premiumisation trend will support value growth

Health and wellness formulas to gain traction

Strategic efforts will step up a gear

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