



Health and Wellness in Sweden

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Fortified/functional and natural health claims support growth and innovation in 2024

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HW Hot Drinks in Sweden

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The vegan claim aims to offer both nutritional and ethical appeal to Swedish consumers

WHAT'S NEXT

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HW Staple Foods in Sweden

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INDUSTRY PERFORMANCE

Players focus on reducing sugar, salt and fat while increasing fibre and protein

Organic claims are driven by consumer demand for natural, nutritious, and sustainable products

High fibre and vegetable-enriched products support health driven innovation in staple foods

WHAT'S NEXT

Health, sustainability and plant-based proteins are set to drive innovation in Swedish staple foods

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