



Euromonitor
International

Health and Wellness in Sweden

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Health and Wellness in Sweden

EXECUTIVE SUMMARY

Health and wellness in focus
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Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Sweden

KEY DATA FINDINGS

2023 DEVELOPMENTS

Organic hot drinks lead sales, however, growth struggles as disposable incomes decline
Double-digit growth for no sugar claim as obesity and health concerns rise
Strong growth for a good source of vitamins and minerals tea as consumers reach for fortified options

PROSPECTS AND OPPORTUNITIES

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Innovations focus on health and wellness claims without compromising on taste

PROSPECTS AND OPPORTUNITIES

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Plant-based goods drive growth as consumers migrate to vegan and vegetarian diets

PROSPECTS AND OPPORTUNITIES

Digestive health products have solid potential as growth recovers over the forecast period

Plant-based products drive growth, challenging sales of traditional dairy in Sweden

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Plant-based meat and seafood substitutes drive strong growth, boosted by innovations

Innovations focus on health claims without compromising taste and flavour

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