



Health and Wellness in Sweden

January 2026

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EXECUTIVE SUMMARY

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

INDUSTRY PERFORMANCE

Nutrition-led reformulation and functional claims shape innovation across food and drink in Sweden
Natural, plant-based and clean-label positioning support sales in Sweden in 2024

WHAT'S NEXT

Reformulation and plant-based, functional innovations are set to support future growth

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HW Hot Drinks in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness trends drive growth in organic, decaffeinated, and functional hot drinks in Sweden

INDUSTRY PERFORMANCE

Rising health and wellness trends drive demand for organic and functional hot drinks in Sweden
Price pressures challenge Sweden's traditionally strong organic market despite high consumer interest in ethical tea
Growing concerns over sleep and anxiety drive adoption of no caffeine hot drinks

WHAT'S NEXT

Low sugar and plant based formulas are set to be the focus of innovation
Organic hot drinks sales are set to grow in Sweden, but recovery will depend on economic conditions
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HW Soft Drinks in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

Soft drinks continue to shift toward no sugar, wellness-centred formulas

INDUSTRY PERFORMANCE

Reduced sugar, functional hydration, and plant-based innovations drive Swedish soft drink growth in 2024
Low and no sugar soft drinks gain ground as Coca-Cola Zero leads growth in carbonates and energy drinks
Health-focused energy drinks drive demand, blending functional benefits with fitness appeal

WHAT'S NEXT

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HW Snacks in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumer demand for natural, high protein and plant based products fuels innovation in Sweden

INDUSTRY PERFORMANCE

High protein, plant-based, low sugar, and functional innovations rise in snacks in Sweden

The natural claims strengthen as consumers increasingly expect products free from artificial additives

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

WHAT'S NEXT

Health claims are expected to be balanced with flavour and indulgence in snacks

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KEY DATA FINDINGS

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High protein, plant based, and functional products are the focus of innovation in 2024

INDUSTRY PERFORMANCE

Consumers seek high protein, low fat and plant based ingredients within dairy products and alternatives
Natural and additive-free dairy products remain popular as interest rises for fortified and functional options
Lactose free dairy expands with high protein and fortified/functional innovations

WHAT'S NEXT

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[HW Cooking Ingredients and Meals in Sweden](#)

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Plant-based and local trends shaping cooking Ingredients and meals in Sweden

INDUSTRY PERFORMANCE

Health and wellness claims shape products through nutrition, plant-based innovation and local provenance
Vegetarian innovation combines natural ingredients with strong nutritional claims
Vegan innovation persists despite short-term pressure from price sensitivity

WHAT'S NEXT

Health-led private label ranges and vegetable-rich formulations are set to gain momentum
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HW Staple Foods in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

High fibre, plant-based proteins and organic claims shape innovation in 2024

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
- Organic sales are set to rise as health, nutrition, and sustainability drive demand
- High fibre products, including private label, are set to combine multiple health and wellness benefits

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