



Rice, Pasta and Noodles in Sweden

November 2025

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2025 DEVELOPMENTS

Swedes rely on rice, pasta and noodles for quick meal options

INDUSTRY PERFORMANCE

Relatively limited growth in this mature category

Instant noodles offer a quick meal that can be customised

WHAT'S NEXT?

Private label to champion the premiumisation trend

Health and sustainability will both factor in purchasing decisions

Emphasis on domestic products will remain strong

COMPETITIVE LANDSCAPE

ICA Sverige AB leads with private label range

Bergqvists Bryggeridepå AB sees an uptick in value share

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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

COMPETITIVE LANDSCAPE

Retailers hold strong position with private label

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