



Sweet Spreads in Sweden

November 2025

[Table of Contents](#)

Sweet Spreads in Sweden - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

A stable category shaped by shifting consumer preferences

INDUSTRY PERFORMANCE

Everyday staples face maturity while healthy options gain ground

Nut and seed spreads capture growth through health and variety

WHAT'S NEXT?

Premiumisation and localisation to shape future growth

Health and wellness trends redefine indulgence

Sustainability and innovation continue to drive consumer choice

COMPETITIVE LANDSCAPE

Orkla maintains leadership through trust and strong brand heritage

Midsona captures growth through organic and natural positioning

CHANNELS

Supermarkets dominate thanks to accessibility and product variety

Warehouse clubs gain attention with novelty and value offers

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

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Cooking Ingredients and Meals in Sweden - Industry Overview

EXECUTIVE SUMMARY

Convenience and health trends sustain growth amid maturity

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Product innovation redefines ready meals and cooking solutions

Demand for affordable comfort boosts private label growth

Local sourcing and sustainability shape brand identity

WHAT'S NEXT?

Convenience and health will remain leading growth drivers

Domestic origin, quality, and ethics to influence competition

Retail and e-commerce to enhance accessibility and variety

COMPETITIVE LANDSCAPE

Orkla maintains leadership through innovation and local trust

Vidinge Grönt strengthens its position through fresh innovation

CHANNELS

Supermarkets remain the cornerstone of distribution

Warehouse clubs bring novelty and competitive pricing

MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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