



Staple Foods in Sweden

November 2025

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Staple Foods in Sweden

EXECUTIVE SUMMARY

Brighter performance for staple foods

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

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

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Retailers hold strong position with private label

Dynamic growth for plant-based player Nordic Green Food AB

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Costco expands in Sweden

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Baked Goods in Sweden

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Purchasing decisions are shaped by price and provenance

INDUSTRY PERFORMANCE

Snacking solutions and premium lines attract consumers

Importance of indulgence and celebratory occasions drives sales of cakes

WHAT'S NEXT?

Steady progress in the mature baked goods category
Baked goods tap into high protein and gluten-free trends
Brands and private label emphasise Swedish origin where possible

COMPETITIVE LANDSCAPE

Pågen AB secures a strong lead
Axfood AB builds on success through expansion of discount chain Willys

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[Breakfast Cereals in Sweden](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value growth picks up as players attract consumers with healthier and more convenient cereals

INDUSTRY PERFORMANCE

Players raise the health profile of breakfast cereals
Muesli and granola outperform other categories

WHAT'S NEXT?

Limited growth expected in value terms
Better for you products will tempt a captive audience
Grocery retailers to invest in more sophisticated lines

COMPETITIVE LANDSCAPE

Lantmännen Cerealia AB capitalises on its strong heritage in Swedish market
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CHANNELS

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[Processed Fruit and Vegetables in Sweden](#)

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INDUSTRY PERFORMANCE

Healthy increase for processed fruit and vegetables

Frozen fruit witnessed sharp price increases

WHAT'S NEXT?

Flat performance for this mature category

Health claims will be highlighted on packaging

Further development anticipated in private label lines

COMPETITIVE LANDSCAPE

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[Processed Meat, Seafood and Alternatives To Meat in Sweden](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Brighter performance for overall category despite limitations

INDUSTRY PERFORMANCE

Convenience drives sales over 2025

Meat substitutes grow from a low base amid dietary and health changes

WHAT'S NEXT?

Premiumisation trend to gather pace

Meat-free and hybrid meat products will fuel innovation pipeline

Consumers favour responsibly sourced fish and animal welfare credentials

COMPETITIVE LANDSCAPE

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[Rice, Pasta and Noodles in Sweden](#)

KEY DATA FINDINGS

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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