



Processed Meat, Seafood and Alternatives To Meat in Sweden

November 2025

Processed Meat, Seafood and Alternatives To Meat in Sweden - Category analysis

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

HKScan Sweden AB asserts its leading position

Nordic Green Food AB gains share with plant-based line

CHANNELS

Consumers opt for the convenience of supermarkets

Warehouse clubs make inroads

CATEGORY DATA

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Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

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Staple Foods in Sweden - Industry Overview

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

COMPETITIVE LANDSCAPE

Retailers hold strong position with private label
Dynamic growth for plant-based player Nordic Green Food AB

CHANNELS

Supermarkets lead in the Swedish market
Costco expands in Sweden

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