



# Plant-Based Dairy in Sweden

August 2025

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## Plant-Based Dairy in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Rising demand for plant-based dairy reflects health, environmental and lifestyle trends  
Oatly AB leads plant-based dairy in Sweden amid growing competition  
Supermarkets lead distribution of plant-based dairy, while warehouse clubs record growth

#### PROSPECTS AND OPPORTUNITIES

Demand for plant-based dairy will be driven by health and sustainability trends  
Ongoing innovation will see plant-based options expand across dairy categories  
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