



HW Snacks in Sweden

January 2026

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HW Snacks in Sweden - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumer demand for natural, high protein and plant based products fuels innovation in Sweden

INDUSTRY PERFORMANCE

High protein, plant-based, low sugar, and functional innovations rise in snacks in Sweden

The natural claims strengthen as consumers increasingly expect products free from artificial additives

The vegan claim aims to offer both nutritional and ethical appeal to Swedish consumers

WHAT'S NEXT

Health claims are expected to be balanced with flavour and indulgence in snacks

Natural claims and local superfoods are set to gain prominence in snacks in Sweden

Vegan innovation will continue to expand, combining ethical sourcing, premium quality, and health-focused attributes

CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024

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Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2024-2029

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Health and Wellness in Sweden - Industry Overview

EXECUTIVE SUMMARY

Fortified/functional and natural health claims support growth and innovation in 2024

INDUSTRY PERFORMANCE

Nutrition-led reformulation and functional claims shape innovation across food and drink in Sweden

Natural, plant-based and clean-label positioning support sales in Sweden in 2024

WHAT'S NEXT

Reformulation and plant-based, functional innovations are set to support future growth

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