



# HW Dairy Products and Alternatives in Sweden

January 2026

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

High protein, plant based, and functional products are the focus of innovation in 2024

### INDUSTRY PERFORMANCE

Consumers seek high protein, low fat and plant based ingredients within dairy products and alternatives

Natural and additive-free dairy products remain popular as interest rises for fortified and functional options

Lactose free dairy expands with high protein and fortified/functional innovations

### WHAT'S NEXT

Plant-based protein and nutrient-focused innovations are set to expand across the forecast period

The natural claim will retain its appeal, especially when combined with fortified/functional claims

The lactose free claim is set to record growth and innovation within dairy products

### CATEGORY DATA

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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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