



HW Staple Foods in Sweden

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HW Staple Foods in Sweden - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

High fibre, plant-based proteins and organic claims shape innovation in 2024

INDUSTRY PERFORMANCE

Players focus on reducing sugar, salt and fat while increasing fibre and protein

Organic claims are driven by consumer demand for natural, nutritious, and sustainable products

High fibre and vegetable-enriched products support health driven innovation in staple foods

WHAT'S NEXT

Health, sustainability and plant-based proteins are set to drive innovation in Swedish staple foods

Organic sales are set to rise as health, nutrition, and sustainability drive demand

High fibre products, including private label, are set to combine multiple health and wellness benefits

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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