



HW Staple Foods in Sweden

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Gluten free staple foods drive the strongest retail value sales as health concerns rise
Plant-based meat and seafood substitutes drive strong growth, boosted by innovations
Innovations focus on health claims without compromising taste and flavour

PROSPECTS AND OPPORTUNITIES

Low fat gains ground as obesity concerns increase over the forecast period
Strong growth for the vegetarian claim as consumers migrate to meat-free diets
The high protein claim gains ground through supporting fitness and dietary goals

CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

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Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Sweden - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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