

Health and Wellness in Sweden

November 2023

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EXECUTIVE SUMMARY

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DISCLAIMER

HW Hot Drinks in Sweden

KEY DATA FINDINGS

2022 DEVELOPMENTS

Organic coffee and fortified tea two areas to look out for in 2022 against a backdrop of economic uncertainty

Organic claims prove popular among health conscious consumers in 2022

No sugar a growing claim in health and wellness hot drinks

PROSPECTS AND OPPORTUNITIES

Organic coffee and fortified tea showing the most promise in health and wellness hot drinks

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Consumers and manufacturers focused on reducing the sugar content in soft drinks

No sugar products continue to drive demand for health and wellness soft drinks $% \left(1\right) =\left(1\right) \left(1\right) \left($

Digestive health and energy boosting claims prove popular in 2022 as consumers look to lead healthier and more active lifestyles

PROSPECTS AND OPPORTUNITIES

New players looking to make headway with a growing range of products

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Gluten free holds first place within health and wellness staple foods in 2022

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