

# Dairy Products and Alternatives in Sweden

September 2023

**Table of Contents** 

## Dairy Products and Alternatives in Sweden

#### **EXECUTIVE SUMMARY**

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

#### MARKET DATA

- Table 1 Sales of Dairy Products and Alternatives by Category: Value 2018-2023
- Table 2 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023
- Table 3 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023
- Table 4 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023
- Table 5 Penetration of Private Label by Category: % Value 2018-2023
- Table 6 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023
- Table 7 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028
- Table 8 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

# Baby Food in Sweden

# **KEY DATA FINDINGS**

# 2023 DEVELOPMENTS

Price hikes and declining birth rates challenge new product developments

Product launches focus on health and wellness, while packaging offers convenience

Semper AB retains its leading position but faces competition as organic becomes a standard

#### PROSPECTS AND OPPORTUNITIES

New ingredients and advancements will be seen in milk formula

Brands strengthen their relationship with consumers through advice and services

Players highlight their sustainability and corporate social responsibilities

# **CATEGORY DATA**

- Table 9 Sales of Baby Food by Category: Volume 2018-2023
- Table 10 Sales of Baby Food by Category: Value 2018-2023
- Table 11 Sales of Baby Food by Category: % Volume Growth 2018-2023
- Table 12 Sales of Baby Food by Category: % Value Growth 2018-2023
- Table 13 Sales of Growing-Up Milk Formula by Age: % Value 2018-2023
- Table 14 NBO Company Shares of Baby Food: % Value 2019-2023
- Table 15 LBN Brand Shares of Baby Food: % Value 2020-2023
- Table 16 Distribution of Baby Food by Format: % Value 2018-2023
- Table 17 Forecast Sales of Baby Food by Category: Volume 2023-2028
- Table 18 Forecast Sales of Baby Food by Category: Value 2023-2028
- Table 19 Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028
- Table 20 Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

# Butter and Spreads in Sweden

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Brands align communications to the home cooking trend to resonate with consumers
Healthy features are noted on packaging to entice retail volume sales
Butter continues to gain ground as the preferred choice for Swedes

#### PROSPECTS AND OPPORTUNITIES

Players focus on domestic ingredients to boost sales over the forecast period

Sustainability remains a growing trend as players promote their eco-friendly attributes

Private label becomes fierce competition for brands, focusing on sophisticated ingredients

# **CATEGORY DATA**

- Table 21 Sales of Butter and Spreads by Category: Volume 2018-2023
- Table 22 Sales of Butter and Spreads by Category: Value 2018-2023
- Table 23 Sales of Butter and Spreads by Category: % Volume Growth 2018-2023
- Table 24 Sales of Butter and Spreads by Category: % Value Growth 2018-2023
- Table 25 NBO Company Shares of Butter and Spreads: % Value 2019-2023
- Table 26 LBN Brand Shares of Butter and Spreads: % Value 2020-2023
- Table 27 Distribution of Butter and Spreads by Format: % Value 2018-2023
- Table 28 Forecast Sales of Butter and Spreads by Category: Volume 2023-2028
- Table 29 Forecast Sales of Butter and Spreads by Category: Value 2023-2028
- Table 30 Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028
- Table 31 Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

#### Cheese in Sweden

# **KEY DATA FINDINGS**

# 2023 DEVELOPMENTS

Rising price points lead consumers to search for deals while buying private label goods Products align with the home cooking trend while offering families various sizes Indulgence and flavour remain key selling points for cheese in Sweden

#### PROSPECTS AND OPPORTUNITIES

Local ingredients and domestic origin will continue to boost sales

Sustainability and health and wellness attributes remain key across the forecast period

Plant-based cheese is a growing area, but organic options continue to struggle

# CATEGORY DATA

- Table 32 Sales of Cheese by Category: Volume 2018-2023
- Table 33 Sales of Cheese by Category: Value 2018-2023
- Table 34 Sales of Cheese by Category: % Volume Growth 2018-2023
- Table 35 Sales of Cheese by Category: % Value Growth 2018-2023
- Table 36 Sales of Spreadable Processed Cheese by Type: % Value 2018-2023
- Table 37 Sales of Soft Cheese by Type: % Value 2018-2023
- Table 38 NBO Company Shares of Cheese: % Value 2019-2023
- Table 39 LBN Brand Shares of Cheese: % Value 2020-2023
- Table 40 Distribution of Cheese by Format: % Value 2018-2023
- Table 41 Forecast Sales of Cheese by Category: Volume 2023-2028
- Table 42 Forecast Sales of Cheese by Category: Value 2023-2028
- Table 43 Forecast Sales of Cheese by Category: % Volume Growth 2023-2028
- Table 44 Forecast Sales of Cheese by Category: % Value Growth 2023-2028

# Drinking Milk Products in Sweden

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Cow's milk suffers competition from plant-based milk, which is rising in popularity Players launch value and family-sized packaging to aid consumers with reduced budgets Launches focus on lactose-free offerings, with reduced sugar and fat

#### PROSPECTS AND OPPORTUNITIES

Domestic origin and farmers' stories feature in communications to boost sales

Private label becomes increasingly sophisticated to compete with branded goods

Little change in the competitive landscape, but organic milk sees a growing presence

# **CATEGORY DATA**

- Table 45 Sales of Drinking Milk Products by Category: Volume 2018-2023
- Table 46 Sales of Drinking Milk Products by Category: Value 2018-2023
- Table 47 Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023
- Table 48 Sales of Drinking Milk Products by Category: % Value Growth 2018-2023
- Table 49 NBO Company Shares of Drinking Milk Products: % Value 2019-2023
- Table 50 LBN Brand Shares of Drinking Milk Products: % Value 2020-2023
- Table 51 Distribution of Drinking Milk Products by Format: % Value 2018-2023
- Table 52 Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028
- Table 53 Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028
- Table 54 Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028
- Table 55 Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

# Yoghurt and Sour Milk Products in Sweden

# **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Players react to inflation by offering larger pack sizes, reducing price per volume New product launches focus on flavour and mouthfeel to tempt consumers Healthy attributes feature in new products, aligning with the rising health trend

### PROSPECTS AND OPPORTUNITIES

Players focus on domestic origin and local ingredients to boost sales

Plant-based yoghurt is on the rise but unlikely to challenge traditional yoghurt

Players focus on sustainable packaging, reducing their use of plastic

### **CATEGORY DATA**

- Table 56 Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023
- Table 57 Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023
- Table 58 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023
- Table 59 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023
- Table 60 Sales of Flavoured Yoghurt by Flavour: Rankings 2018-2023
- Table 61 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023
- Table 62 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023
- Table 63 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023
- Table 64 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028
- Table 65 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028
- Table 66 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028
- Table 67 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2023-2028

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

As unit prices rise, sales fall, with players looking to strengthen consumer loyalty Launches focus on health and wellness to align with consumer demands New product developments focus on indulgence and protein content

#### PROSPECTS AND OPPORTUNITIES

Private label is set to continue gaining share, focusing on ingredients and local origin Lactose-free options are becoming the go-to option as demand grows

Sustainable production continues to be the focus of players over the coming years

#### **CATEGORY DATA**

- Table 68 Sales of Other Dairy by Category: Volume 2018-2023
- Table 69 Sales of Other Dairy by Category: Value 2018-2023
- Table 70 Sales of Other Dairy by Category: % Volume Growth 2018-2023
- Table 71 Sales of Other Dairy by Category: % Value Growth 2018-2023
- Table 72 Sales of Cream by Type: % Value 2018-2023
- Table 73 NBO Company Shares of Other Dairy: % Value 2019-2023
- Table 74 LBN Brand Shares of Other Dairy: % Value 2020-2023
- Table 75 Distribution of Other Dairy by Format: % Value 2018-2023
- Table 76 Forecast Sales of Other Dairy by Category: Volume 2023-2028
- Table 77 Forecast Sales of Other Dairy by Category: Value 2023-2028
- Table 78 Forecast Sales of Other Dairy by Category: % Volume Growth 2023-2028
- Table 79 Forecast Sales of Other Dairy by Category: % Value Growth 2023-2028

# Plant-Based Dairy in Sweden

# KEY DATA FINDINGS

# 2023 DEVELOPMENTS

Product selections expand, aligning with the cooking-at-home trend

Plant-based milks feature fat percentages to align their appearance with cow's milk

Plant-based yoghurt and cheese expands from a low base

# PROSPECTS AND OPPORTUNITIES

Private label becomes more sophisticated, competing with brands
Oatly set to remove the 'natural sugar' claim from its packaging
Players emphasise sustainable claims to stand out in the landscape

# **CATEGORY DATA**

- Table 80 Sales of Plant-Based Dairy by Category: Value 2018-2023
- Table 81 Sales of Plant-Based Dairy by Category: % Value Growth 2018-2023
- Table 82 Sales of Other Plant-Based Milk by Type: % Value 2020-2023
- Table 83 NBO Company Shares of Plant-Based Dairy: % Value 2019-2023
- Table 84 LBN Brand Shares of Plant-Based Dairy: % Value 2020-2023
- Table 85 Distribution of Plant-Based Dairy by Format: % Value 2018-2023
- Table 86 Forecast Sales of Plant-Based Dairy by Category: Value 2023-2028
- Table 87 Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2023-2028

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

# spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dairy-products-and-alternatives-in-sweden/report.