

Drinking Milk Products in Sweden

September 2023

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Drinking Milk Products in Sweden - Category analysis

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

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Domestic origin and farmers' stories feature in communications to boost sales
Private label becomes increasingly sophisticated to compete with branded goods
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DISCLAIMER

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