

Other Dairy in Sweden

September 2023

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Other Dairy in Sweden - Category analysis

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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

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