

HW Snacks in Sweden

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Health-positioned products remain a novelty with Swedes preferring more indulgent snacks
Vegan products continue to grow in popularity as the healthier and more ethical option
Good source of omega 3s sees positive growth but low fat and high protein remain key selling points

PROSPECTS AND OPPORTUNITIES

Healthier ice cream seen as the trendy option
Vegan shows promise in health and wellness snacks to 2027
Healthier options could find favour in chocolate confectionery over the forecast period

MARKET DATA

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Health and Wellness in Sweden - Industry Overview

EXECUTIVE SUMMARY

Overview

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