

# HW Dairy Products and Alternatives in Sweden

November 2023

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## HW Dairy Products and Alternatives in Sweden - Category analysis

## **KEY DATA FINDINGS**

## 2022 DEVELOPMENTS

Plant-based dairy products and alternatives thriving as consumers take a healthier and more ethical approach to their diet Natural milk remains popular in 2022

Digestive health sees growth in health and wellness dairy products and alternatives

## PROSPECTS AND OPPORTUNITIES

Baby food players migrating to organic lines

Lactose free remains an area full of potential

Plant-based products pose a growing threat to sales of traditional dairy products

#### MARKET DATA

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