

HW Cooking Ingredients and Meals in Sweden

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

More Swedes going meat free as health and environmental concerns grow

Vegetarianism on the rise with players responding with new products

Omega 3 gains attention for its numerous health benefits

PROSPECTS AND OPPORTUNITIES

Mixed outlook for health and wellness cooking ingredients and meals as consumers want healthier meals without compromising on taste

Demand for vegetarian, vegan and plant-based products on the up as consumers look to make more ethical choices

Consumers likely to pay more attention to the nutritional profile of the products they buy

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

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Health and Wellness in Sweden - Industry Overview

EXECUTIVE SUMMARY

Overview

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