



Health and Wellness in Sweden

January 2026

Table of Contents

EXECUTIVE SUMMARY

Fortified/functional and natural health claims support growth and innovation in 2024

INDUSTRY PERFORMANCE

Nutrition-led reformulation and functional claims shape innovation across food and drink in Sweden
Natural, plant-based and clean-label positioning support sales in Sweden in 2024

WHAT'S NEXT

Reformulation and plant-based, functional innovations are set to support future growth

COUNTRY REPORTS DISCLAIMER

HW Hot Drinks in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness trends drive growth in organic, decaffeinated, and functional hot drinks in Sweden

INDUSTRY PERFORMANCE

Rising health and wellness trends drive demand for organic and functional hot drinks in Sweden
Price pressures challenge Sweden's traditionally strong organic market despite high consumer interest in ethical tea
Growing concerns over sleep and anxiety drive adoption of no caffeine hot drinks

WHAT'S NEXT

Low sugar and plant based formulas are set to be the focus of innovation
Organic hot drinks sales are set to grow in Sweden, but recovery will depend on economic conditions
Growing interest in sleep and wellbeing will fuel demand for no caffeine and functional hot drinks in Sweden

CATEGORY DATA

- Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

HW Soft Drinks in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

Soft drinks continue to shift toward no sugar, wellness-centred formulas

INDUSTRY PERFORMANCE

Reduced sugar, functional hydration, and plant-based innovations drive Swedish soft drink growth in 2024
Low and no sugar soft drinks gain ground as Coca-Cola Zero leads growth in carbonates and energy drinks
Health-focused energy drinks drive demand, blending functional benefits with fitness appeal

WHAT'S NEXT

Low sugar and functional benefits are expected to shape soft drinks across the forecast period

No sugar positioning is set to become the default for health-focused soft drinks

Energy-boosting functionality is set to support innovation within soft drinks in Sweden

CATEGORY DATA

Table 10 - Sales of Soft Drinks by Health and Wellness Type: Value 2020-2024

Table 11 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2020-2024

Table 12 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 13 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 14 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 15 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 16 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2020-2024

Table 17 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2024-2029

Table 18 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

HW Snacks in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumer demand for natural, high protein and plant based products fuels innovation in Sweden

INDUSTRY PERFORMANCE

High protein, plant-based, low sugar, and functional innovations rise in snacks in Sweden

The natural claims strengthen as consumers increasingly expect products free from artificial additives

The vegan claim aims to offer both nutritional and ethical appeal to Swedish consumers

WHAT'S NEXT

Health claims are expected to be balanced with flavour and indulgence in snacks

Natural claims and local superfoods are set to gain prominence in snacks in Sweden

Vegan innovation will continue to expand, combining ethical sourcing, premium quality, and health-focused attributes

CATEGORY DATA

Table 19 - Sales of Snacks by Health and Wellness Type: Value 2020-2024

Table 20 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024

Table 21 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2020-2024

Table 22 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2020-2024

Table 23 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2020-2024

Table 24 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2020-2024

Table 25 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2020-2024

Table 26 - Forecast Sales of Snacks by Health and Wellness Type: Value 2024-2029

Table 27 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

HW Dairy Products and Alternatives in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

High protein, plant based, and functional products are the focus of innovation in 2024

INDUSTRY PERFORMANCE

Consumers seek high protein, low fat and plant based ingredients within dairy products and alternatives
Natural and additive-free dairy products remain popular as interest rises for fortified and functional options
Lactose free dairy expands with high protein and fortified/functional innovations

WHAT'S NEXT

Plant-based protein and nutrient-focused innovations are set to expand across the forecast period
The natural claim will retain its appeal, especially when combined with fortified/functional claims
The lactose free claim is set to record growth and innovation within dairy products

CATEGORY DATA

Table 28 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024

Table 29 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024

Table 30 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 31 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 32 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20

Table 33 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2

Table 34 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 35 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029

Table 36 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

[HW Cooking Ingredients and Meals in Sweden](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Plant-based and local trends shaping cooking Ingredients and meals in Sweden

INDUSTRY PERFORMANCE

Health and wellness claims shape products through nutrition, plant-based innovation and local provenance
Vegetarian innovation combines natural ingredients with strong nutritional claims
Vegan innovation persists despite short-term pressure from price sensitivity

WHAT'S NEXT

Health-led private label ranges and vegetable-rich formulations are set to gain momentum
Vegetarian meals are set to strengthening their appeal through health-led positioning and satiating formats
Plant-based protein will remain a key health driver despite short-term softness in vegan meat substitutes

CATEGORY DATA

Table 37 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024

Table 38 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2020-2024

Table 39 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 40 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 41 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 42 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 43 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 44 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2024-2029

Table 45 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

HW Staple Foods in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

High fibre, plant-based proteins and organic claims shape innovation in 2024

INDUSTRY PERFORMANCE

Players focus on reducing sugar, salt and fat while increasing fibre and protein

Organic claims are driven by consumer demand for natural, nutritious, and sustainable products

High fibre and vegetable-enriched products support health driven innovation in staple foods

WHAT'S NEXT

Health, sustainability and plant-based proteins are set to drive innovation in Swedish staple foods

Organic sales are set to rise as health, nutrition, and sustainability drive demand

High fibre products, including private label, are set to combine multiple health and wellness benefits

CATEGORY DATA

Table 46 - Sales of Staple Foods by Health and Wellness Type: Value 2020-2024

Table 47 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2020-2024

Table 48 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 49 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 50 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 51 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 52 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 53 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2024-2029

Table 54 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2024-2029

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/health-and-wellness-in-sweden/report.