



Euromonitor
International

Sauces, Dips and Condiments in Sweden

November 2025

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Sauces, Dips and Condiments in Sweden - Category analysis

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2025 DEVELOPMENTS

Everyday convenience and bold flavours sustain growth

INDUSTRY PERFORMANCE

Innovation and flavour exploration boost performance

Barbecue sauces emerge as the most dynamic performer

WHAT'S NEXT?

Domestic sourcing and innovation to sustain growth

Health and wellness continue to reshape product development

Sustainability and packaging innovation drive future growth

COMPETITIVE LANDSCAPE

Santa Maria retains leadership through innovation and strong brand equity

Lidl strengthens its position with competitive private label innovation

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Warehouse clubs bring novelty and value appeal

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Cooking Ingredients and Meals in Sweden - Industry Overview

EXECUTIVE SUMMARY

Convenience and health trends sustain growth amid maturity

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Product innovation redefines ready meals and cooking solutions

Demand for affordable comfort boosts private label growth

Local sourcing and sustainability shape brand identity

WHAT'S NEXT?

Convenience and health will remain leading growth drivers

Domestic origin, quality, and ethics to influence competition
Retail and e-commerce to enhance accessibility and variety

COMPETITIVE LANDSCAPE

Orkla maintains leadership through innovation and local trust
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