



Butter and Spreads in Sweden

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales of butter and spreads rise, driven by premiumisation and domestic preference
Arla Foods AB maintains its lead while private label products from Axfood AB record growth
Warehouse clubs records the strongest value growth, led by Costco's market entry

PROSPECTS AND OPPORTUNITIES

Sales of butter and spreads are projected to rise, driven by value-added products
Innovation is set to focus on health, wellness while providing convenience
Sustainability is set to be key to innovation and marketing across the forecast period

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DISCLAIMER

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