



Plant-Based Dairy in Sweden

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for plant-based dairy reflects health, environmental and lifestyle trends
Oatly AB leads plant-based dairy in Sweden amid growing competition
Supermarkets lead distribution of plant-based dairy, while warehouse clubs record growth

PROSPECTS AND OPPORTUNITIES

Demand for plant-based dairy will be driven by health and sustainability trends
Ongoing innovation will see plant-based options expand across dairy categories
Fortified and low-fat options are expected to gain traction over the forecast period

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DISCLAIMER

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