



Meals and Soups in Sweden

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience and quality define category momentum

INDUSTRY PERFORMANCE

Evolving lifestyles sustain steady demand

Chilled ready meals drive innovation and freshness

Healthier meals and salad-based solutions gain traction

WHAT'S NEXT?

Busy lifestyles will continue to drive demand

Wellness and sustainability shape new product development

Packaging innovation and sustainability to remain priorities

COMPETITIVE LANDSCAPE

Orkla reinforces leadership through strong brands and innovation

Vidinge Grönt drives growth through fresh and filling salads

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Warehouse clubs add novelty and value-driven options

CATEGORY DATA

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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
Vidinge Grönt strengthens its position through fresh innovation

CHANNELS

Supermarkets remain the cornerstone of distribution
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