



HW Dairy Products and Alternatives in Sweden

January 2026

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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

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Health and Wellness in Sweden - Industry Overview

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

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