



HW Cooking Ingredients and Meals in Sweden

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Plant-based and local trends shaping cooking Ingredients and meals in Sweden

INDUSTRY PERFORMANCE

Health and wellness claims shape products through nutrition, plant-based innovation and local provenance
Vegetarian innovation combines natural ingredients with strong nutritional claims
Vegan innovation persists despite short-term pressure from price sensitivity

WHAT'S NEXT

Health-led private label ranges and vegetable-rich formulations are set to gain momentum
Vegetarian meals are set to strengthening their appeal through health-led positioning and satiating formats
Plant-based protein will remain a key health driver despite short-term softness in vegan meat substitutes

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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