

Better For You Beverages in Sweden

<https://marketpublishers.com/r/B951342D020EN.html>

Date: February 2022

Pages: 27

Price: US\$ 990.00 (Single User License)

ID: B951342D020EN

Abstracts

Sales of reduced caffeine fresh coffee and decaffeinated instant standard coffee exists, however sales are marginal in comparison to total sales of coffee. New product launches are rare, though they do take place from time to time. For example, Zo?gas introduced a new functional coffee series in early 2021 which, as well as including Zo?gas Sk?nerost decaffeinated (to align with the desire for reduced caffeine), also included Forte which has extra caffeine for consumers needing to boost their en...

Euromonitor International's Better For You Beverages in Sweden report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: BFY Reduced Caffeine Beverages, BFY Reduced Fat Beverages, BFY Reduced Sugar Beverages.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Better For You Beverages market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

BETTER FOR YOU BEVERAGES IN SWEDEN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Culture of drinking caffeinated coffee means there is little need for brands to introduce BFY reduced caffeine options

Health trends drive sales for reduced-sugar carbonates

Grocery retailers remain top channel despite growth of e-commerce

PROSPECTS AND OPPORTUNITIES

Reduced sugar categories to continue growing as consumers substitute carbonates for healthier options

Limited rise expected for reduced fat and reduced caffeine BFY beverages

Private label to return to limited category presence

CATEGORY DATA

Table 1 Sales of BFY Beverages by Category: Value 2016-2021

Table 2 Sales of BFY Beverages by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of BFY Beverages: % Value 2017-2021

Table 4 LBN Brand Shares of BFY Beverages: % Value 2018-2021

Table 5 Distribution of BFY Beverages by Format: % Value 2016-2021

Table 6 Forecast Sales of BFY Beverages by Category: Value 2021-2026

Table 7 Forecast Sales of BFY Beverages by Category: % Value Growth 2021-2026

HEALTH AND WELLNESS IN SWEDEN

EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

MARKET DATA

Table 8 Sales of Health and Wellness by Type: Value 2016-2021

Table 9 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 10 Sales of Health and Wellness by Category: Value 2016-2021

Table 11 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 14 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 15 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 16 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 17 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 18 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 19 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 20 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 21 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 22 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 23 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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