

# Confectionery in Sweden

<https://marketpublishers.com/r/CD8F5685C76EN.html>

Date: September 2010

Pages: 79

Price: US\$ 1,900.00 (Single User License)

ID: CD8F5685C76EN

## Abstracts

Chocolate confectionery sales in Sweden are relatively immune to swings in the wider economic environment. As such, there has been no clear negative or positive impact on chocolate confectionery sales that can solely be linked to the economic downturn.

Euromonitor International's Chocolate Confectionery in Sweden report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

**Product coverage:** Alfajores, Bagged Selflines/Softlines, Boiled Sweets, Boxed Assortments, Bubble Gum, Chewing Gum, Chocolate with Toys, Countlines, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Chocolate Confectionery, Other Sugar Confectionery, Pastilles, Gums, Jellies and Chews, Seasonal Chocolate, Tablets, Toffees, Caramels and Nougat.

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

## Why buy this report?

Get a detailed picture of the Chocolate Confectionery 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Confectionery in Sweden  
Euromonitor International  
September 2010

### LIST OF CONTENTS AND TABLES

Executive Summary	
Slowdown in Retail Value Growth	
Consumer Health Concerns Evolving	
Wide and Varied Competitive Environment	
Mass Grocery Retail Channels Dominate	
Continued Value Growth Expected	
Key Trends and Developments	
Fat Is Back	
Heart-healthy Calcium Could Breathe New Life Into Swedish Milk Sales	
Economic Downturn	
Concentrated Grocery Retailer Sector	
Increase in Single Person Households	
Serving the Demands of the Immigrant Population	
Market Data	
Table 1 Sales of Packaged Food by Category: Volume 2005-2010	
Table 2 Sales of Packaged Food by Category: Value 2005-2010	
Table 3 Sales of Packaged Food by Category: % Volume Growth 2005-2010	
Table 4 Sales of Packaged Food by Category: % Value Growth 2005-2010	
Table 5 GBO Shares of Packaged Food 2005-2009	
Table 6 NBO Shares of Packaged Food 2005-2009	
Table 7 NBO Brand Shares of Packaged Food 2006-2009	
Table 8 Penetration of Private Label by Category 2005-2009	
Table 9 Sales of Packaged Food by Distribution Format: % Analysis 2005-2010	
Table 10 Sales of Packaged Food by Category and Distribution Format: % Analysis 2010	
Table 11 Forecast Sales of Packaged Food by Category: Volume 2010-2015	
Table 12 Forecast Sales of Packaged Food by Category: Value 2010-2015	
Table 13 Forecast Sales of Packaged Food by Category: % Volume Growth 2010-2015	
Table 14 Forecast Sales of Packaged Food by Category: % Value Growth 2010-2015	
Foodservice - Key Trends and Developments	

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 15 Foodservice Sales of Packaged Food by Category: Volume 2005-2010

Table 16 Foodservice Sales of Packaged Food by Category: % Volume Growth 2005-2010

Table 17 Forecast Foodservice Sales of Packaged Food by Category: Volume 2010-2015

Table 18 Forecast Foodservice Sales of Packaged Food by Category: % Volume Growth 2010-2015

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 19 Sales of Impulse and Indulgence Products by Category: Volume 2005-2010

Table 20 Sales of Impulse and Indulgence Products by Category: Value 2005-2010

Table 21 Sales of Impulse and Indulgence Products by Category: % Volume Growth 2005-2010

Table 22 Sales of Impulse and Indulgence Products by Category: % Value Growth 2005-2010

Table 23 Company Shares of Impulse and Indulgence Products 2005-2009

Table 24 Brand Shares of Impulse and Indulgence Products 2006-2009

Table 25 Forecast Sales of Impulse and Indulgence Products by Category: Volume 2010-2015

Table 26 Forecast Sales of Impulse and Indulgence Products by Category: Value 2010-2015

Table 27 Forecast Sales of Impulse and Indulgence Products by Category: % Volume Growth 2010-2015

Table 28 Forecast Sales of Impulse and Indulgence Products by Category: % Value Growth 2010-2015

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

## Category Data

Table 29 Sales of Nutrition/Staples by Category: Volume 2005-2010

Table 30 Sales of Nutrition/Staples by Category: Value 2005-2010

Table 31 Sales of Nutrition/Staples by Category: % Volume Growth 2005-2010

Table 32 Sales of Nutrition/Staples by Category: % Value Growth 2005-2010

Table 33 Company Shares of Nutrition/Staples 2005-2009

Table 34 Brand Shares of Nutrition/Staples 2006-2009

Table 35 Forecast Sales of Nutrition/Staples by Category: Volume 2010-2015

Table 36 Forecast Sales of Nutrition/Staples by Category: Value 2010-2015

Table 37 Forecast Sales of Nutrition/Staples by Category: % Volume Growth  
2010-2015

Table 38 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2010-2015

## Meal Solutions - Key Trends and Developments

### Headlines

### Trends

### Competitive Landscape

### Prospects

## Category Data

Table 39 Sales of Meal Solutions by Category: Volume 2005-2010

Table 40 Sales of Meal Solutions by Category: Value 2005-2010

Table 41 Sales of Meal Solutions by Category: % Volume Growth 2005-2010

Table 42 Sales of Meal Solutions by Category: % Value Growth 2005-2010

Table 43 Company Shares of Meal Solutions 2005-2009

Table 44 Brand Shares of Meal Solutions 2006-2009

Table 45 Forecast Sales of Meal Solutions by Category: Volume 2010-2015

Table 46 Forecast Sales of Meal Solutions by Category: Value 2010-2015

Table 47 Forecast Sales of Meal Solutions by Category: % Volume Growth 2010-2015

Table 48 Forecast Sales of Meal Solutions by Category: % Value Growth 2010-2015

## Definitions

### Summary 1 Research Sources

## Atria Scandinavia Ab

### Strategic Direction

### Key Facts

Summary 2 Atria Scandinavia AB: Key Facts

Summary 3 Atria Scandinavia AB: Operational Indicators

## Company Background

### Production

Summary 4 Atria Scandinavia AB: Production Statistics 2009

## Competitive Positioning

Summary 5 Atria Scandinavia AB: Competitive Position 2009

Cloetta Ab

Strategic Direction

Key Facts

Summary 6 Cloetta AB: Key Facts

Summary 7 Cloetta AB: Operational Indicators

Company Background

Production

Summary 8 Cloetta AB: Production Statistics 2009

Competitive Positioning

Summary 9 Cloetta AB: Competitive Position 2009

Dafgård Ab, Gunnar

Strategic Direction

Key Facts

Summary 10 Gunnar Dafgård AB: Key Facts

Summary 11 Gunnar Dafgård AB: Operational Indicators

Company Background

Production

Summary 12 Gunnar Dafgård AB: Production Statistics 2009

Competitive Positioning

Findus Sverige Ab

Strategic Direction

Key Facts

Summary 13 Findus Sverige AB: Key Facts

Summary 14 Findus Sverige AB: Operational Indicators

Company Background

Production

Summary 15 Findus Sverige AB: Production Statistics 2009

Competitive Positioning

Gooh Ab

Strategic Direction

Key Facts

Summary 16 Gooh AB: Key Facts

Summary 17 Gooh AB: Operational Indicators

Company Background

Production

Summary 18 Gooh AB: Production Statistics 2009

Competitive Positioning

Summary 19 Gooh AB: Competitive Position 2009

**Menigo Foodservice Ab****Strategic Direction****Key Facts**

Summary 20 Menigo Foodservice AB: Key Facts

Summary 21 Menigo Foodservice AB: Operational Indicators

**Company Background****Production****Competitive Positioning****Polar Bröd Ab****Strategic Direction****Key Facts**

Summary 22 Polar Bröd AB: Key Facts

Summary 23 Polar Bröd AB: Operational Indicators

**Company Background****Production**

Summary 24 Polarbröd AB: Production Statistics 2009

**Competitive Positioning**

Summary 25 Polar Bröd AB: Competitive Position 2009

**Santa Maria Ab****Strategic Direction****Key Facts**

Summary 26 Santa Maria AB: Key Facts

Summary 27 Santa Maria AB: Operational Indicators

**Company Background****Production**

Summary 28 Santa Maria AB: Production Statistics 2009

**Competitive Positioning**

Summary 29 Santa Maria AB: Competitive Position 2009

**Scan Ab****Strategic Direction****Key Facts**

Summary 30 Scan AB: Key Facts

Summary 31 Scan AB: Operational Indicators

**Company Background****Production**

Summary 32 Scan AB: Production Statistics 2008

**Competitive Positioning****Skånemejerier Ab****Strategic Direction**

## Key Facts

Summary 33 Skånemejerier AB: Key Facts

Summary 34 Skånemejerier AB: Operational Indicators

## Company Background

## Production

Summary 35 Skånemejerier AB: Production Statistics 2009

## Competitive Positioning

Summary 36 Skånemejerier AB: Competitive Position 2009

## Headlines

## Trends

## Competitive Landscape

## Prospects

## Category Data

Table 49 Sales of Chocolate Confectionery by Category: Volume 2005-2010

Table 50 Sales of Chocolate Confectionery by Category: Value 2005-2010

Table 51 Sales of Chocolate Confectionery by Category: % Volume Growth 2005-2010

Table 52 Sales of Chocolate Confectionery by Category: % Value Growth 2005-2010

Table 53 Chocolate Tablets by Type: % Value Breakdown 2005-2010

Table 54 Chocolate Confectionery Company Shares 2005-2009

Table 55 Chocolate Confectionery Brand Shares 2006-2009

Table 56 Sales of Chocolate Confectionery by Distribution Format: % Analysis

## 2005-2010

Table 57 Forecast Sales of Chocolate Confectionery by Category: Volume 2010-2015

Table 58 Forecast Sales of Chocolate Confectionery by Category: Value 2010-2015

Table 59 Forecast Sales of Chocolate Confectionery by Category: % Volume Growth

## 2010-2015

Table 60 Forecast Sales of Chocolate Confectionery by Category: % Value Growth

## 2010-2015

Summary 37 Other Chocolate Confectionery: Product Types

## Headlines

## Trends

## Competitive Landscape

## Prospects

## Category Data

Table 61 Sales of Gum by Category: Volume 2005-2010

Table 62 Sales of Gum by Category: Value 2005-2010

Table 63 Sales of Gum by Category: % Volume Growth 2005-2010

Table 64 Sales of Gum by Category: % Value Growth 2005-2010

Table 65 Leading Flavours for Gum 2005-2010



Table 66 Gum Company Shares 2005-2009

Table 68 Sales of Gum by Distribution Format: % Analysis 2005-2010

Table 69 Forecast Sales of Gum by Category: Volume 2010-2015

Table 70 Forecast Sales of Gum by Category: Value 2010-2015

Table 71 Forecast Sales of Gum by Category: % Volume Growth 2010-2015

Table 72 Forecast Sales of Gum by Category: % Value Growth 2010-2015

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 73 Sales of Sugar Confectionery by Category: Volume 2005-2010

Table 74 Sales of Sugar Confectionery by Category: Value 2005-2010

Table 75 Sales of Sugar Confectionery by Category: % Volume Growth 2005-2010

Table 76 Sales of Sugar Confectionery by Category: % Value Growth 2005-2010

Table 77 Sugarised Vs Sugar-free Sugar Confectionery % Breakdown by Type 2010

Table 78 Pastilles, Gums, Jellies and Chews by Type: % Value Breakdown 2005-2010

Table 79 Sugar Confectionery Company Shares 2005-2009

Table 80 Sugar Confectionery Brand Shares 2006-2009

Table 81 Sales of Sugar Confectionery by Distribution Format: % Analysis 2005-2010

Table 82 Forecast Sales of Sugar Confectionery by Category: Volume 2010-2015

Table 83 Forecast Sales of Sugar Confectionery by Category: Value 2010-2015

Table 84 Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2010-2015

Table 85 Forecast Sales of Sugar Confectionery by Category: % Value Growth 2010-2015

Summary 38 Other Sugar Confectionery: Product Types

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