

## Drinking Milk Products in Sweden

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In Sweden, fortification of fat-free and semi-skimmed milk (mini-, lätt- och mellanmjölk), margarine and spreadable fats and oils with vitamin D is required by law. In 2015, Livsmedelsverket (the National Food Agency) proposed an amendment to the standing regulations, suggesting the fortification level should be increased. The revision of the law would entail increasing the level from 0.5 µg per 100 g to 1 µg per 100 g. In addition, the fortification requirement is also proposed to be expanded...

Euromonitor International's Drinking Milk Products 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 2011-2015, 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 2020 illustrate how the market is set to change.

**Product coverage:** Flavoured Milk Drinks, Milk, Milk Alternatives, Powder Milk.

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

### Why buy this report?

- Get a detailed picture of the Drinking Milk Products 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.

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