

# Food Intolerance in Sweden

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## Abstracts

Towards the end of the review period, new research from the University of Örebro put the incidence of lactose intolerance in the Swedish population at 14% (approximately 1.3 million people). This was significantly higher than previous estimates of 3-5%. Given that native Swedes tend to be genetically tolerant of lactose, this increase can be partly explained by steady growth in the number of immigrants of Asian, Middle Eastern and African origin. Additionally, it is likely that many people who...

Euromonitor International's Food Intolerance 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 2008-2012, 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 2017 illustrate how the market is set to change.

**Product coverage:** Diabetic Food, Gluten-free Food, Lactose-free Food, Other HW Special Baby Milk Formula.

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

## Why buy this report?

Get a detailed picture of the Food Intolerance 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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Economic Growth and Rising Health Awareness Underpin Market Development

Swedes Increasingly Favour Organic and Naturally Healthy Products

New Regulations and Changing Consumer Preferences Encourage Innovation

Supermarkets Continue To Dominate Distribution Despite Losing Ground

Broadly Positive Market Performance Projected for 2012-2017

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Economic Growth Bolsters Spending on Health and Wellness Products

Rising Health Awareness Among Swedes Creates Opportunities and Challenges

Changes in Regulations and Consumer Preferences Encourage New Launches

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