

# Free From in Sweden

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## Abstracts

Free from will remain the best performing HW packaged food category in Sweden in 2021 with consumers continuing to focus on their health and diet during the pandemic. The free from category also benefits from being perceived as a lifestyle choice which means that consumers who choose free from products are very loyal to the category; this level of loyalty is not as strong in any other HW category. It is not just dietary intolerances that influence the decision to purchase free from products but...

Euromonitor International's Free From 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:** Free From Allergens, Free From Dairy, Free From Gluten, Free From Lactose, Free From Meat.

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

## Why buy this report?

Get a detailed picture of the Free From 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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Loyal consumer base ensures strong retail growth for free from category

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Strong trend in free from dairy is partially based on strong local options

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