

Pasta in Sweden

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With a stable pasta category in Sweden where dried pasta has 83% of the market value in 2014, it is the chilled pasta that is viewed as healthier and therefore almost automatically the most dynamic. Chilled pasta is faulty believed to be healthier than dried pasta by the majority of the Swedish population due to that the product is marketed as fresh and both the pricing and packaging is more premium oriented. On the product packaging, chilled pasta has slightly lower calorie levels than dried...

Euromonitor International's Pasta 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 2010-2014, 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 2019 illustrate how the market is set to change.

Product coverage: Canned/Preserved Pasta, Chilled/Fresh Pasta, Dried Pasta.

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

Why buy this report?

- Get a detailed picture of the Pasta 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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