

# Sustainability in Sweden

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## Abstracts

Recycling, reducing food waste and reducing plastics are well-established green habits in Sweden, creating a solid opportunity to develop Zero Waste products. The Can Be Recycled claim would be welcomed by consumers, with over a quarter identifying as Zero Wasters, many of whom are willing to pay more for sustainable goods. There is a solid opportunity for industries to implement the Vegan and Vegetarian claim, resonating with the rising habit of avoiding meat for environmental purposes. No Dye...

Euromonitor International's Sustainability reports allows to hear the voice of the industry by exploring specific industry related trends, business campaigns, and attitudes and expectations for sustainability from industry leaders in 5 regions. Reports monitor the levels of sustainability adoption across countries and product categories. Reports also allows to discover where companies and brands lead in terms of a sustainable product portfolio and which ones are falling behind. Use it to learn more about consumers' evolving attitudes, expectations and adoption of sustainability across key global markets.

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

Why buy this report?

Get a detailed picture of the Sustainability 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.

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## Contents

Sustainability in Sweden  
Euromonitor International  
December 2023

### **LIST OF CONTENTS AND TABLES**

#### SUSTAINABILITY IN SWEDEN

##### SCOPE

CHART 1 Sustainability Country Report Scope 2023

##### KEY FINDINGS

CHART 2 Sustainability Country Report Main Findings 2023

##### INTRODUCTION

CHART 3 Sustainability Market in Sweden: Key Metrics by Industry 2022

##### CONSUMER BEHAVIOUR

###### Environmental awareness

CHART 4 Consumers' Sustainability Awareness and Actions in Sweden 2019-2023

###### Green actions

CHART 5 Consumers' Environmental Action in Sweden 2023

###### Trust in green labels

CHART 6 Consumer Trust in Product Claims in Sweden 2023

###### Shopping preferences

CHART 7 Consumer Circular Shopping Preferences in Sweden 2023

###### Sustainable consumer types

CHART 8 Sustainable Consumer's Types in Sweden 2023

CHART 9 Zero Wasters: Largest Consumer Type in Sweden 2023

##### MARKET SIZE

CHART 10 Sustainability Market Size By Industry in Sweden 2021-2022

###### Sustainability Attributes with the biggest market sizes in Sweden

CHART 11 Sustainability Market Size for the Top 10 Attributes by Industry in Sweden, USD Million 2022

CHART 12 Sustainability Market Size for the Top 10 Attributes by Industry in Sweden, USD Million 2022

##### SUSTAINABLE PRODUCTS

CHART 13 Dairy Products and Alternatives: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Sweden 2022

CHART 14 Soft Drinks: Shopper Satisfaction vs Price Positioning and Product

Availability of SKUs with the Top 10 Sustainability Attributes in Sweden 2022  
CHART 15 Staple Foods: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Sweden 2022  
CHART 16 Snacks: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Sweden 2022  
CHART 17 Beauty and Personal Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Sweden 2022  
CHART 18 Cooking Ingredients and Meals: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Sweden 2022  
CHART 19 Hot Drinks: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Sweden 2022  
CHART 20 Tissue and Hygiene: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Sweden 2022  
CHART 21 Consumer Health: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Sweden 2022  
CHART 22 Home Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Sweden 2022  
CHART 23 Pet Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Sweden 2022  
COMPETITOR ANALYSIS  
CHART 24 Top 10 Companies: Company Sales of SKUs with Sustainability Attributes in Sweden, 2021-2022  
CHART 25 Top 10 Companies: Product Availability of SKUs with Sustainability Attributes in Sweden, 2021-2022  
SEIZING THE OPPORTUNITY – BY INDUSTRY  
CHART 26 Dairy Products and Alternatives: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Sweden  
CHART 27 Soft Drinks: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Sweden  
CHART 28 Staple Foods: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Sweden  
CHART 29 Snacks: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Sweden  
CHART 30 Beauty and Personal Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Sweden  
CHART 31 Cooking Ingredients and Meals: Product Availability in 2022 and Change in

Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Sweden

CHART 32 Hot Drinks: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Sweden

CHART 33 Tissue and Hygiene: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Sweden

CHART 34 Consumer Health: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Sweden

CHART 35 Home Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Sweden

CHART 36 Pet Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Sweden

SEIZING THE OPPORTUNITY – BY KEY ATTRIBUTE GROUP

CHART 37 No Artificial Ingredients Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Sweden 2022

CHART 38 Diets Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Sweden 2022

CHART 39 Sustainable Packaging Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Sweden 2022

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