



Euromonitor
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Drinking Milk Products in Sweden

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Drinking Milk Products in Sweden - Category analysis

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2025 DEVELOPMENTS

Value sales of drinking milk products rise amid supply constraints and health trends

Arla Foods AB maintains its leadership in drinking milk products

Supermarkets retain its lead while warehouse clubs see the strongest value growth

PROSPECTS AND OPPORTUNITIES

Locally sourced milk and wellness innovations are set to drive growth across the forecast period

Health and wellness innovations are expected to support growth amidst rising plant-based competition

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DISCLAIMER

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