



Sweet Spreads in Sweden

November 2025

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Sweet Spreads in Sweden - Category analysis

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2025 DEVELOPMENTS

A stable category shaped by shifting consumer preferences

INDUSTRY PERFORMANCE

Everyday staples face maturity while healthy options gain ground

Nut and seed spreads capture growth through health and variety

WHAT'S NEXT?

Premiumisation and localisation to shape future growth

Health and wellness trends redefine indulgence

Sustainability and innovation continue to drive consumer choice

COMPETITIVE LANDSCAPE

Orkla maintains leadership through trust and strong brand heritage

Midsona captures growth through organic and natural positioning

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Supermarkets dominate thanks to accessibility and product variety

Warehouse clubs gain attention with novelty and value offers

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Cooking Ingredients and Meals in Sweden - Industry Overview

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Convenience and health trends sustain growth amid maturity

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Product innovation redefines ready meals and cooking solutions

Demand for affordable comfort boosts private label growth

Local sourcing and sustainability shape brand identity

WHAT'S NEXT?

Convenience and health will remain leading growth drivers

Domestic origin, quality, and ethics to influence competition

Retail and e-commerce to enhance accessibility and variety

COMPETITIVE LANDSCAPE

Orkla maintains leadership through innovation and local trust

Vidinge Grönt strengthens its position through fresh innovation

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