

Butter and Spreads in Sweden

August 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales of butter and spreads rise, driven by premiumisation and domestic preference
Arla Foods AB maintains its lead while private label products from Axfood AB record growth
Warehouse clubs records the strongest value growth, led by Costco's market entry

PROSPECTS AND OPPORTUNITIES

Sales of butter and spreads are projected to rise, driven by value-added products
Innovation is set to focus on health, wellness while providing convenience
Sustainability is set to be key to innovation and marketing across the forecast period

CATEGORY DATA

Table 1 - Sales of Butter and Spreads by Category: Volume 2020-2025
Table 2 - Sales of Butter and Spreads by Category: Value 2020-2025
Table 3 - Sales of Butter and Spreads by Category: % Volume Growth 2020-2025
Table 4 - Sales of Butter and Spreads by Category: % Value Growth 2020-2025
Table 5 - NBO Company Shares of Butter and Spreads: % Value 2021-2025
Table 6 - LBN Brand Shares of Butter and Spreads: % Value 2022-2025
Table 7 - Distribution of Butter and Spreads by Format: % Value 2020-2025
Table 8 - Forecast Sales of Butter and Spreads by Category: Volume 2025-2030
Table 9 - Forecast Sales of Butter and Spreads by Category: Value 2025-2030
Table 10 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2025-2030
Table 11 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2025-2030

Dairy Products and Alternatives in Sweden - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture
Key trends in 2025
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025
Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
Table 16 - Penetration of Private Label by Category: % Value 2020-2025
Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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