



Sweden plant-based food retail market insights

2020-2022



Executive Summary

Retail sales data from NielsenIQ covering 13 European countries shows that sales of plant-based foods have grown 6% in 2022 – and 21% since 2020 – to reach €5.8 billion.

The global shift towards plant-based diets has sparked a revolution in the food industry, with major food manufacturers and retailers embracing the change. In Europe, plant-based food retail sales have surged in recent years as new products and innovations have come to market, enabling more consumers to purchase next-generation plant-based meat, seafood, eggs and dairy that are competitive with animal products on taste, price and convenience.

Plant-based foods in Europe are a €5.8 billion market.

The Good Food Institute Europe analysed NielsenIQ plant-based data for 13 European countries – Austria, Belgium, Denmark, France, Germany, Italy, Netherlands, Poland, Portugal, Romania, Spain, Sweden, and the UK – to calculate the size and growth of the plant-based food retail market from 2020 to 2022.

€5.8 billion	+6%	+4%	21%
The retail market for plant-based foods is worth €5.8 billion, up from €4.8 billion in 2020.	The value of plant-based food sales grew by 6% between 2021 and 2022.	Plant-based food unit sales grew by 4% between 2021 and 2022.	Plant-based food euro sales and unit sales grew by 21% between 2020 and 2022.

To contextualise the sales performance of plant-based categories in 2022, it is important to note the unique macroeconomic environment that was present due to the ongoing war in Ukraine, global trade tensions, and inflation. While the growth of the plant-based food retail market decelerated in 2022 compared to 2021, both euro and unit sales continued to grow, demonstrating strong demand from consumers for these products despite these challenges.

Overview of Europe-wide plant-based category sales summary, 2022

	2022 sales value	2021-2022 sales growth	2020-2022 sales growth	2022 unit sales	2021-2022 unit sales growth	2020-2022 unit sales growth
Milk	€2.2 B	7%	19%	1.3 B	6%	20%
Meat	€2.0 B	3%	19%	846 M	1%	21%
Yoghurt	€515 M	-0.4%	8%	255 M	-3%	10%
Spreads	€247 M	13%	40%	140 M	4%	26%
Meals	€181 M	20%	79%	72 M	14%	71%
Ice cream	€174 M	8%	14%	57 M	8%	15%
Cheese	€165 M	4%	56%	61 M	4%	62%
Cream	€139 M	7%	7%	109 M	0%	1%
Dessert	€88 M	6%	27%	58 M	5%	40%
Seafood	€43 M	60%	326%	14 M	67%	343%
Total	€5.8 B	6%	21%	2.9 B	4%	21%

Plant-based foods in Sweden are a 2.22 billion krona market.

The Swedish plant-based food retail market has remained mostly steady between 2020 and 2022, growing 0.3% to 2.22 billion kronor. In 2022, the value of plant-based meat, cheese, and yoghurt sales declined, while plant-based milk sales increased.

Nevertheless, Swedish consumers maintain one of Europe's highest per capita consumption rates of plant-based foods. This is particularly striking on a category level, where Swedish consumers have the highest per capita consumption rate of plant-based milk, and the second highest consumption rate of both plant-based meat and cheese in Europe.

Dive into the report to better understand the Swedish plant-based food retail market and how plant-based foods are growing in comparison to animal-based foods.

Addendum: In April 2023, we discovered some errors on the part of our data partner for the UK plant-based cheese, yoghurt, and dessert categories and the Poland plant-based cheese category. In this report, the executive summary, overall plant-based food country comparison charts, plant-based cheese country comparison charts, and plant-based yoghurt country comparison charts have been updated with the correct sales figures.

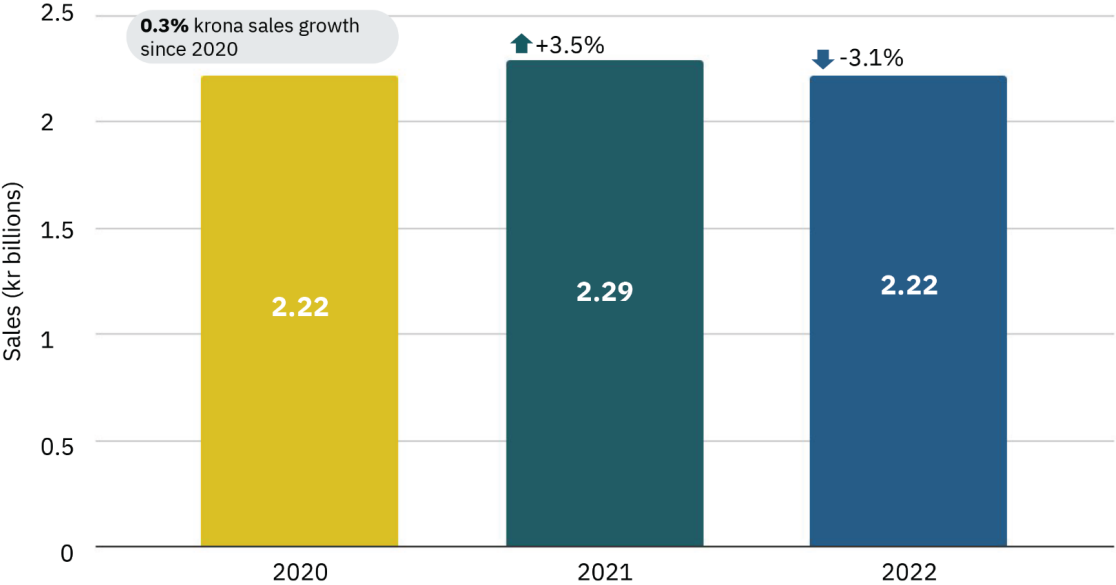
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Overall plant-based food market

Plant-based food sales in Sweden declined by 3.1% in 2022 to reach 2.22 billion kronor (€196.2 million).

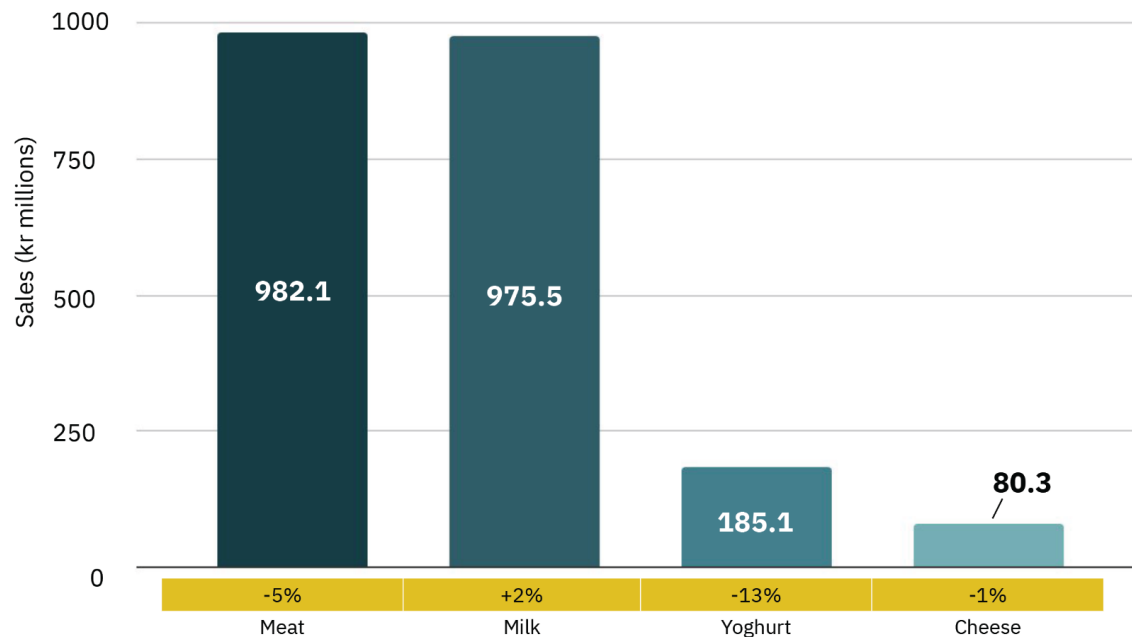
Sweden plant-based foods sales (in kr billions), 2022



Categories

Plant-based categories are in various stages of development.

Sweden plant-based foods sales by category (in kr millions), 2022



Key insights:

- **Plant-based meat and milk are the most developed plant-based categories.** While the value of plant-based meat sales decreased, plant-based milk sales grew to 975.5 million kronor (€86.1 million) in 2022.
- **The value of plant-based yoghurt and cheese sales declined in 2022** to 185.1 million kronor (€16.3 million) and 80.3 million kronor (€7.1 million) respectively.
- **Swedish consumers have the third highest plant-based food consumption rate in Europe.** Despite the sales decline in many categories, Swedish consumers still have the highest per capita consumption rate of plant-based milk, and the second highest consumption rate of both plant-based meat and cheese in Europe.

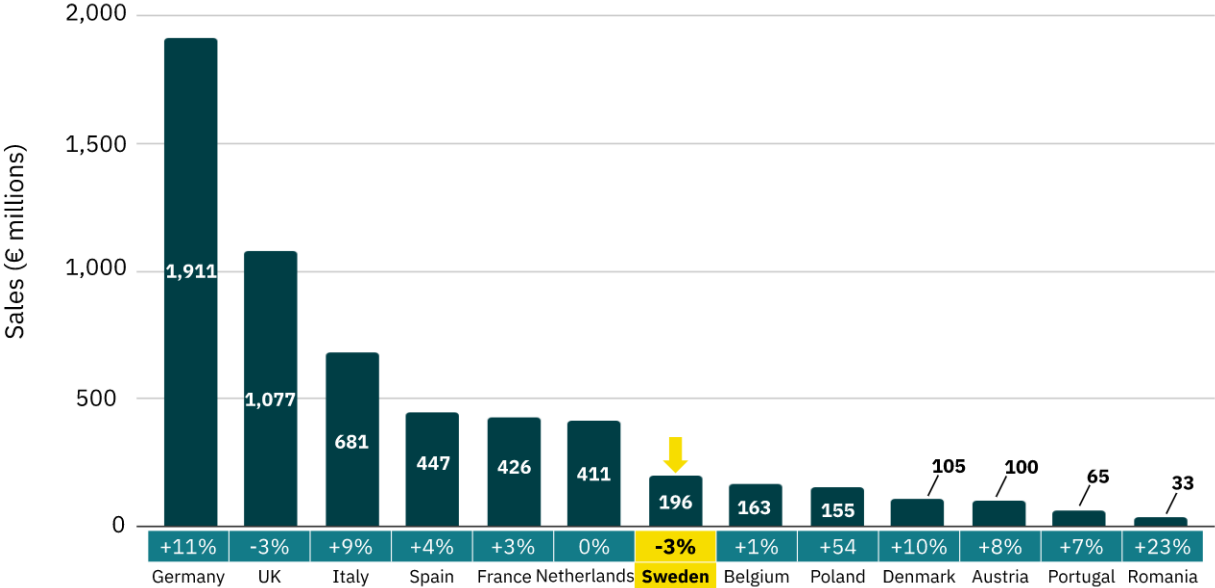
Sweden plant-based category sales summary, 2022

	2022 krona sales	2022 euro sales	2021-2022 sales growth	2020-2022 sales growth	2022 unit sales	Unit sales growth (21-22)	Unit sales growth (20-22)
Meat	982.1 M kr	€86.7 M	-5%	-4%	24.6 M	-10%	-8%
Milk	975.5 M kr	€86.1 M	2%	9%	54.7 M	0.4%	9%
Yoghurt	185.1 M kr	€16.3 M	-13%	-14%	6.6 M	-17%	-21%
Cheese	80.3 M kr	€7.1 M	-6%	-1%	2.5 M	-7%	-5%
Total	2.22 B kr	€196.2 M	-3%	0.3%	88.4 M	-4%	1%

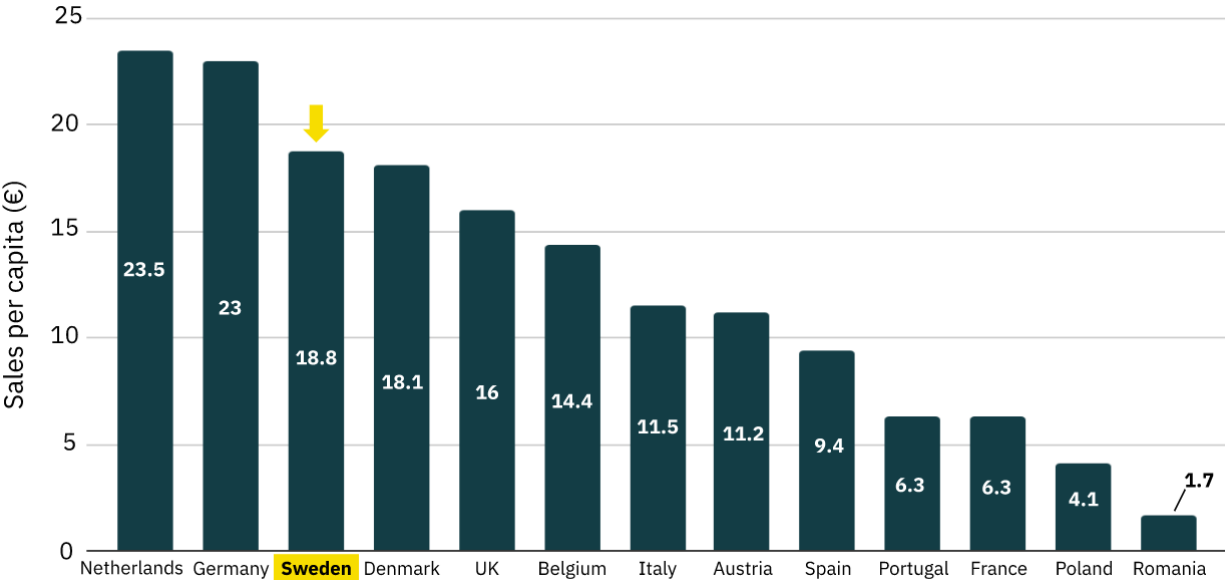
Country comparison

Sweden has the seventh highest plant-based food sales value in Europe. However, in plant-based food sales per capita, Sweden has the third highest sales.

Europe-wide plant-based food sales by country (in € millions), 2022

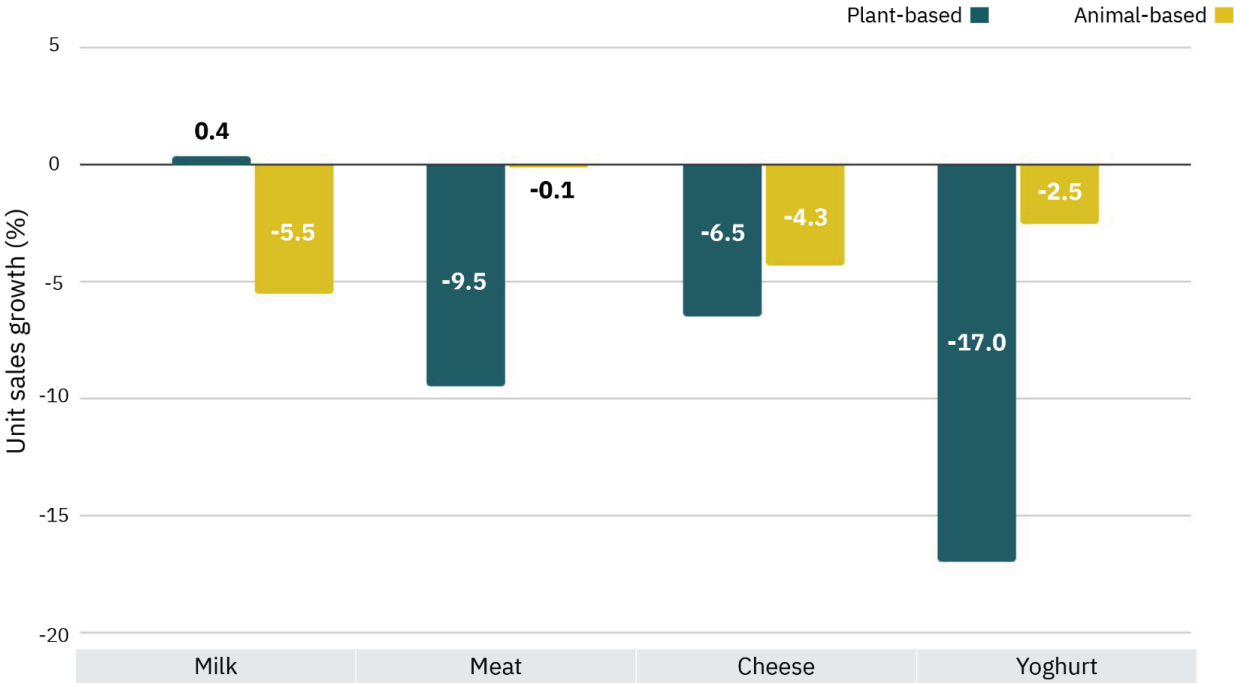


Europe-wide average plant-based food spend per country per capita (in euros), 2022



Comparison to animal-based foods

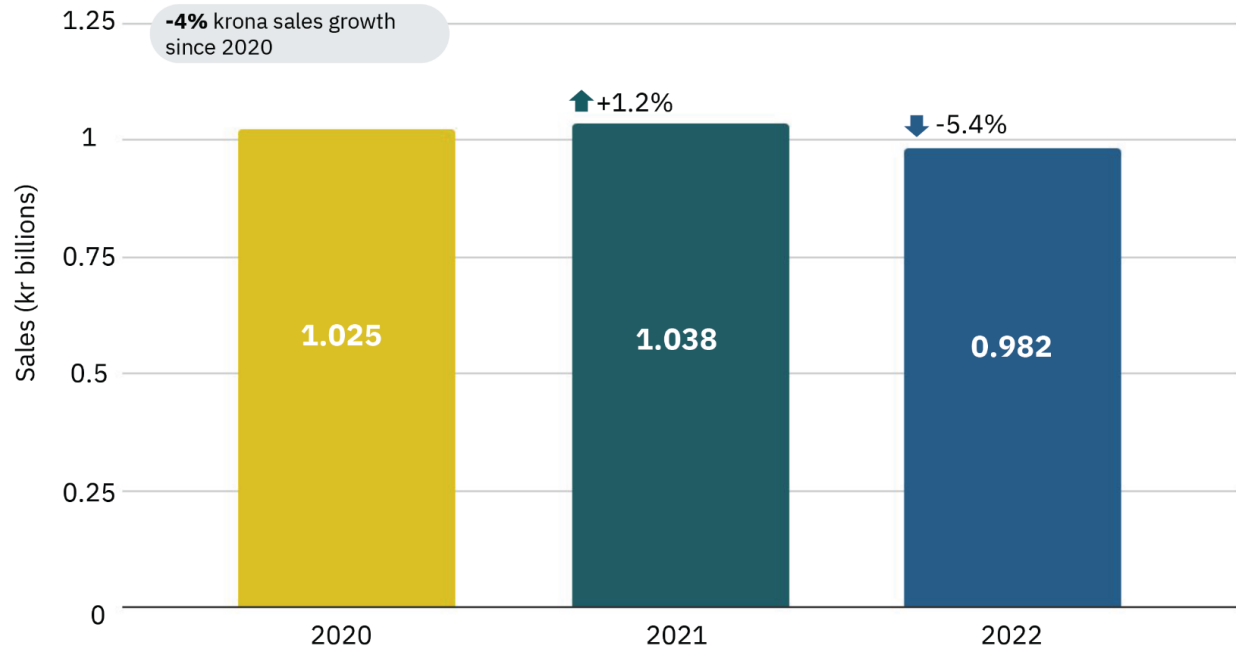
Sweden plant-based vs animal-based category unit sales growth, 2022



To compare the growth of plant-based versus animal-based categories, we compared unit sales (instead of sales by value) as it provides a more direct comparison. In 2022, unit sales growth of both plant-based and animal-based meat, cheese, and yoghurt categories declined. The only category that experienced unit growth was plant-based milk.

Plant-based meat¹

Sweden plant-based meat sales (in kr billions), 2020-2022



Key insights:

- The value of plant-based meat sales decreased by 4% between 2020 and 2022, while total unit sales for plant-based meat decreased by 8%.
- In comparison, pre-packaged conventional meat unit sales decreased by 2% between 2020 and 2022.
- The average price per unit of plant-based and pre-packaged conventional meat in 2022 increased by 5% and 11% respectively.
- In 2022, plant-based meat had a 5% market share of the total retail pre-packaged meat category.²

¹ The plant-based meat category includes both analogues (products that mimic the appearance and taste of animal-based meat) and non-analogues (e.g. vegetable-based patties).

² Nielsen only reports on pre-packaged animal-based meat sales.

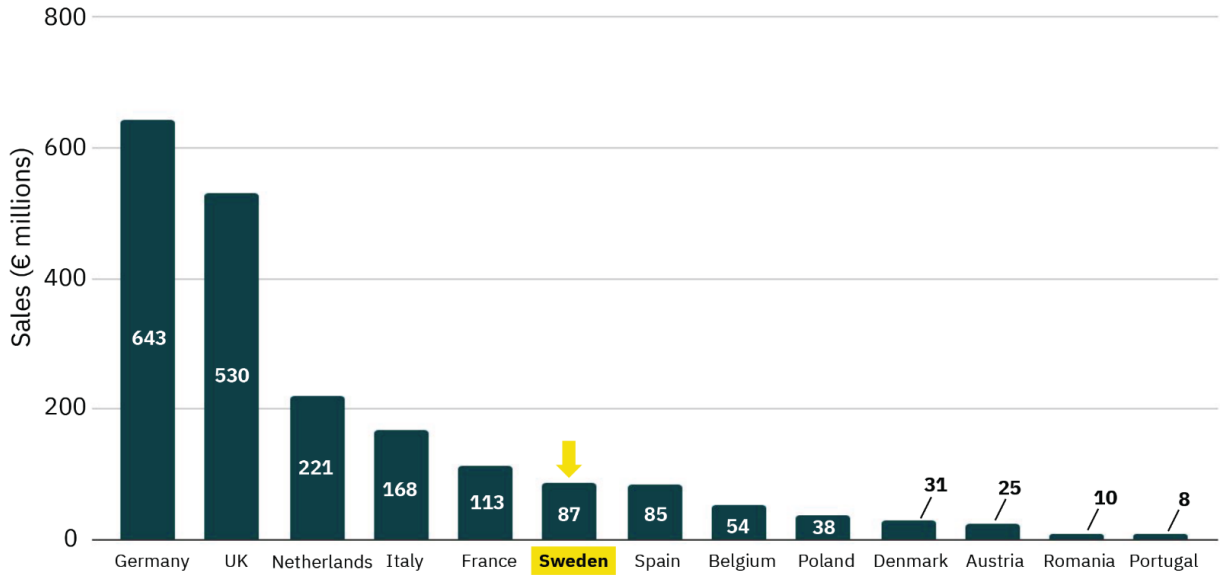
Segment insights:

- Frozen plant-based meat makes up the majority of the category by sales value in 2022, representing 75% of total plant-based meat sales, whereas refrigerated plant-based meat makes up 25%.
- The most popular plant-based meat formats are mince (making up 25% of sales by value), followed by sausage (13%), burgers (12%) and strips/pieces (10%). Strips/pieces was the only format that experienced sales value growth in 2022.

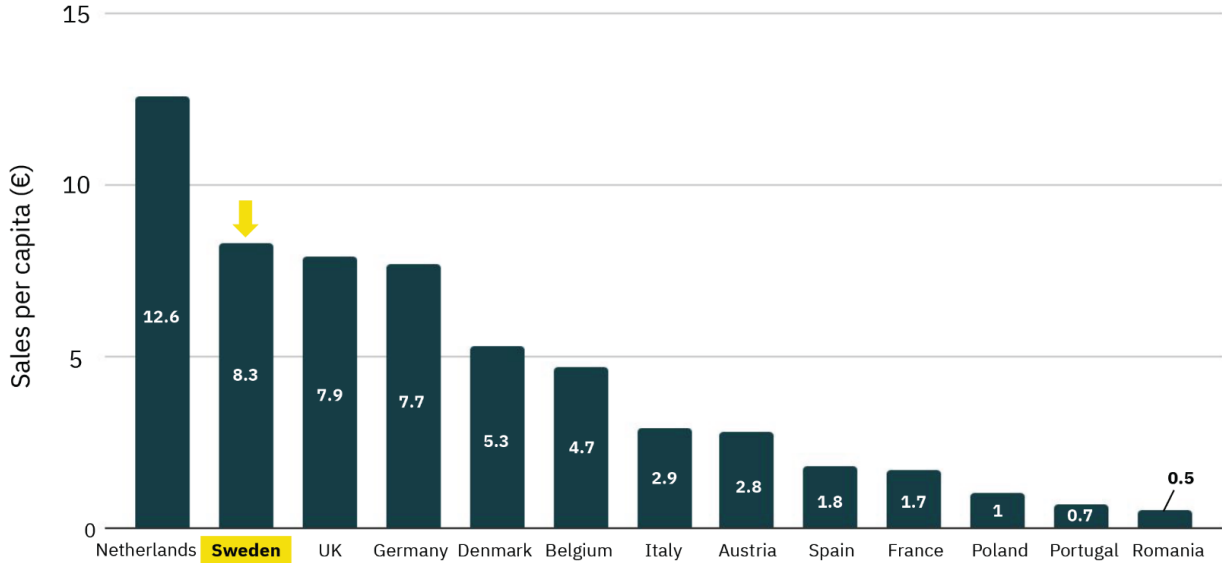
Country comparison

Sweden has the sixth highest plant-based meat sales value in Europe. However, in terms of average plant-based meat spend per capita, Sweden has the second highest sales.

Europe-wide plant-based meat sales per country (in € millions), 2022

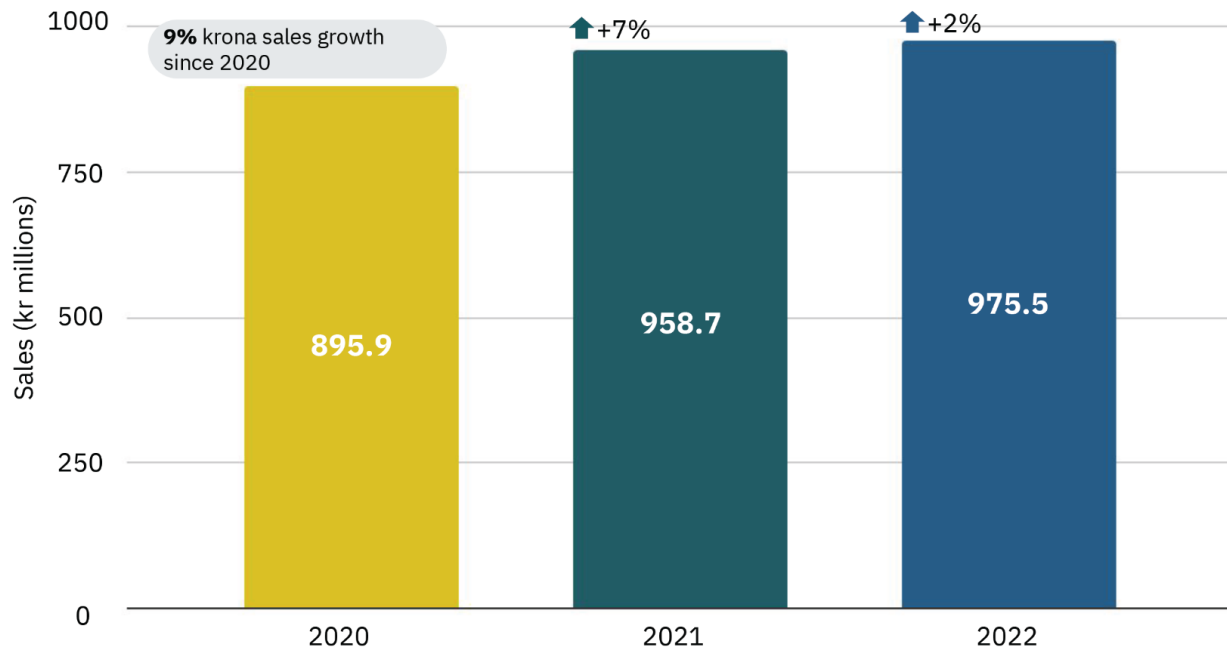


Europe-wide average plant-based meat spend per country per capita (in euros), 2022



Plant-based milk

Sweden plant-based milk sales (in kr millions), 2020-2022



Key insights:

- The value of plant-based milk sales and unit sales increased by 9% between 2020 and 2022.
- In comparison, conventional milk unit sales decreased by 11% between 2020 and 2022.
- In terms of average price per unit, the plant-based milk category was less impacted by inflation and price increases in 2022. Plant-based milk prices increased by 1.4%, whereas conventional milk prices increased by 19%.
- In 2022, plant-based milk had a 12% market share of the total milk category.

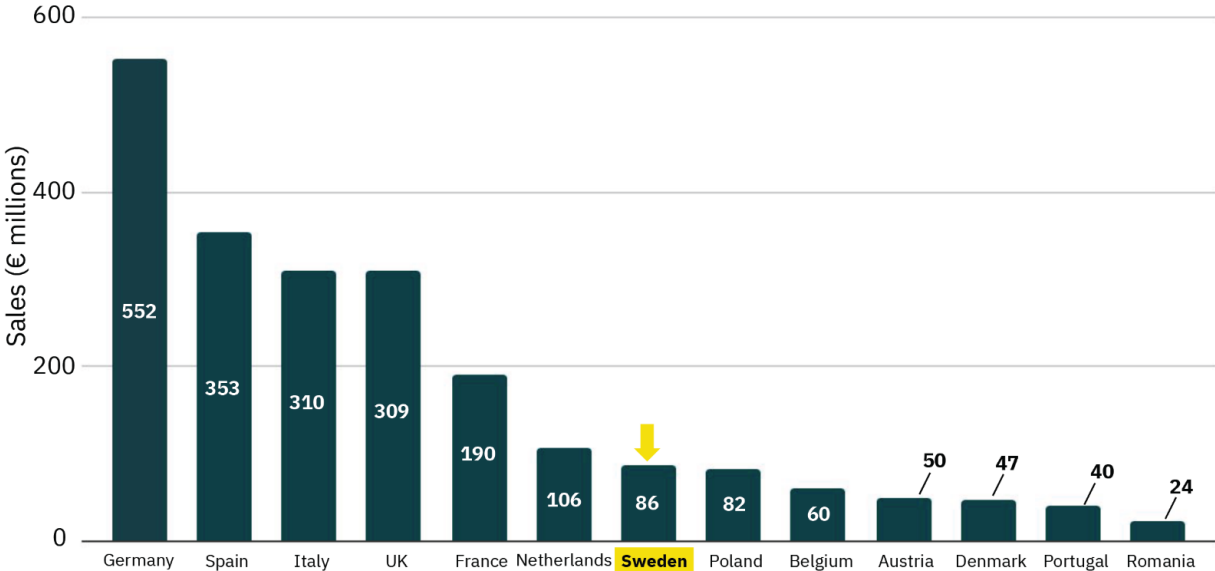
Segment insights:

- Oat milk is the category leader with 79% of category sales by value in 2022, followed by soy milk (9%) and almond milk (8%).

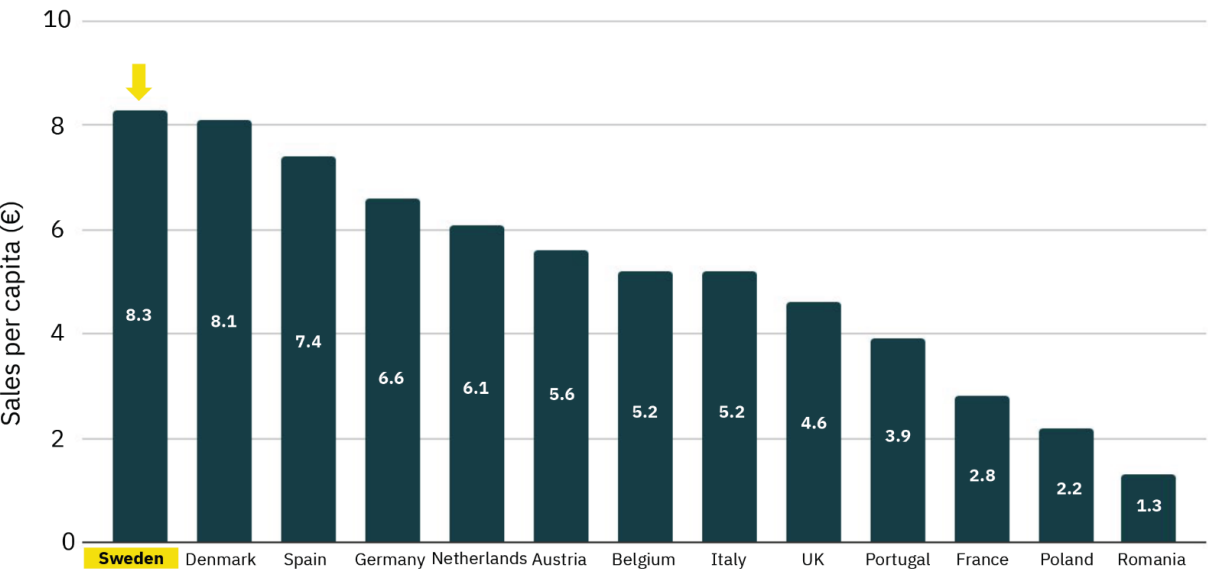
Country comparison

Sweden has the seventh highest plant-based milk sales value in Europe. However, in terms of average plant-based milk spend per capita, Sweden has the highest sales.

Europe-wide plant-based milk sales per country (in € millions), 2022

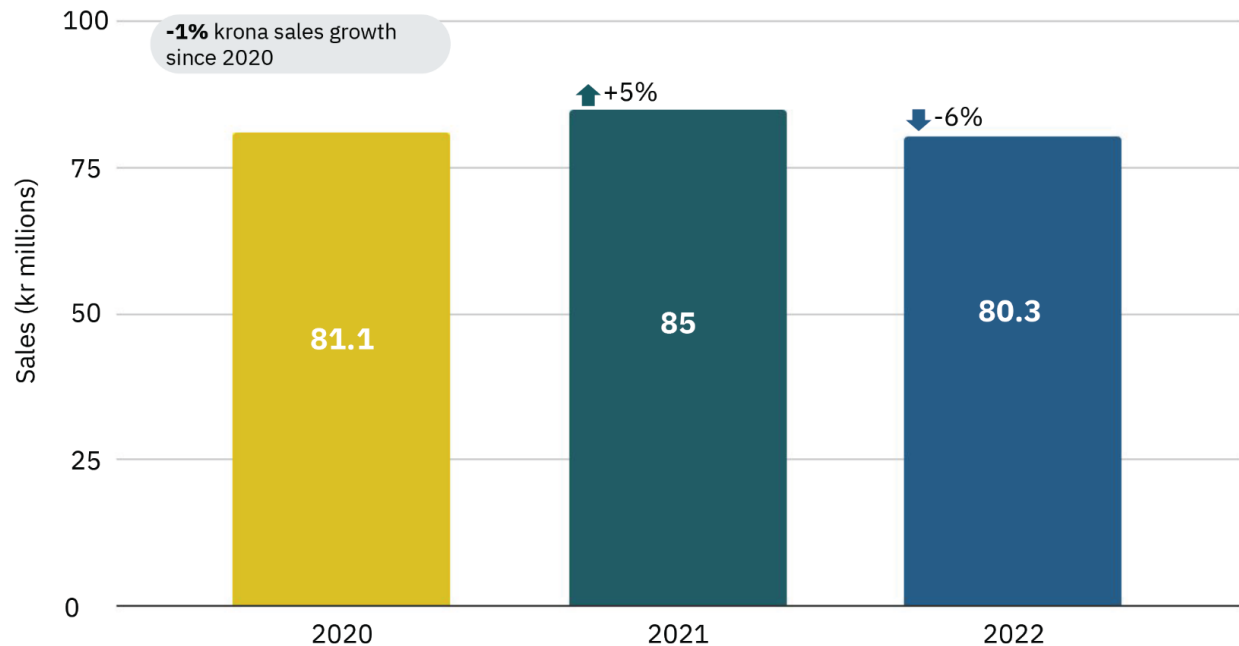


Europe-wide average plant-based milk spend per country per capita (in euros), 2022



Plant-based cheese

Sweden plant-based cheese sales (in kr millions), 2020-2022



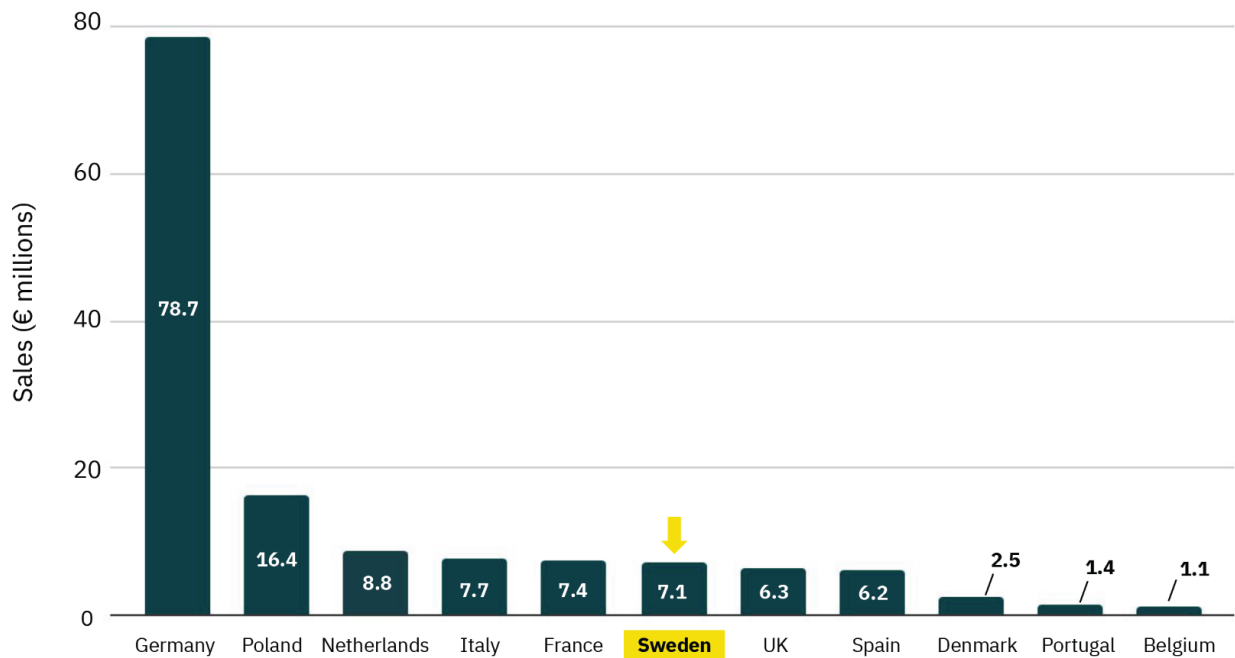
Key insights:

- The value of plant-based cheese sales decreased by 1% between 2020 and 2022, and unit sales decreased by 5%.
- In comparison, conventional cheese unit sales decreased by 3% between 2020 and 2022.
- In terms of average price per unit, the plant-based cheese category was less impacted by inflation and price increases in 2022. Plant-based cheese prices increased by 1%, whereas conventional cheese prices increased by 14%.
- In 2022, plant-based cheese had a 1% market share of the total cheese category.

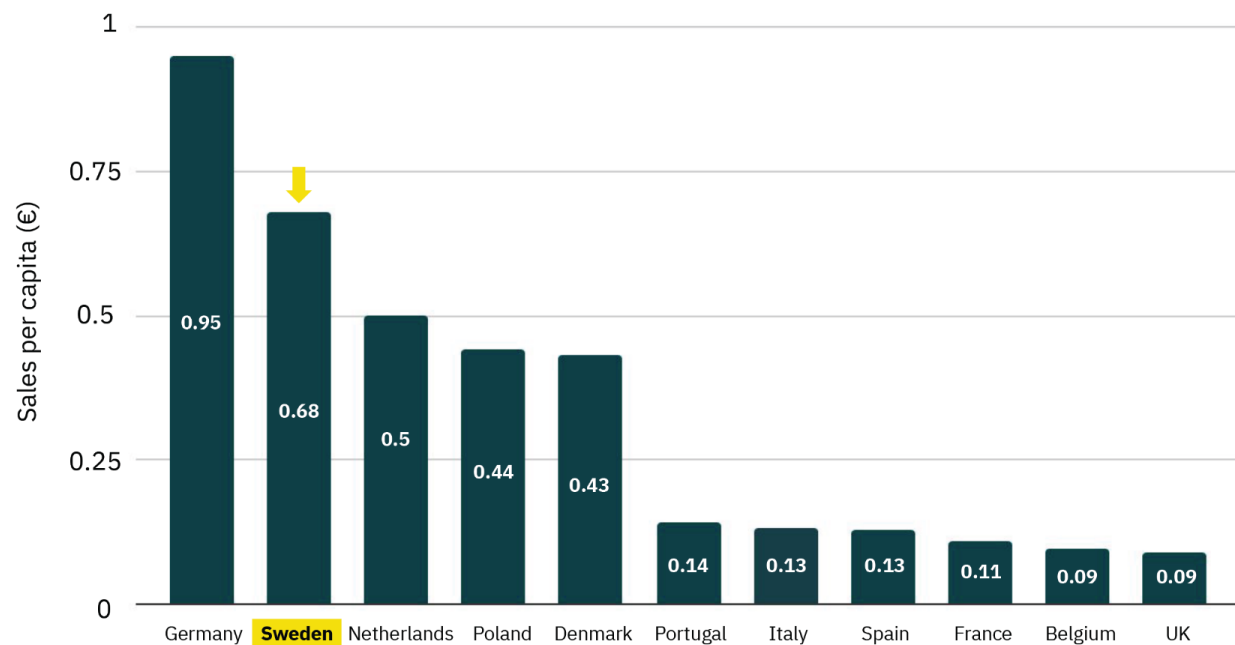
Country comparison

Sweden has the sixth highest plant-based cheese sales value in Europe. However, in terms of average plant-based cheese spend per capita, Sweden has the second highest sales.

Europe-wide plant-based cheese sales per country (in € millions), 2022

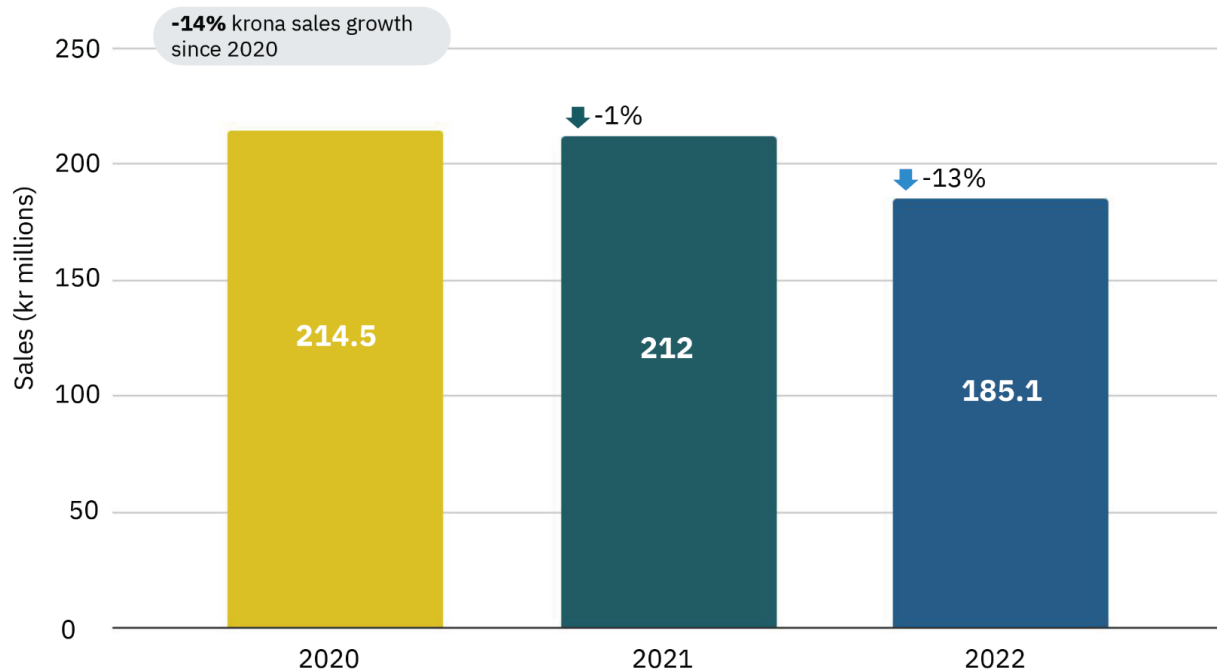


Europe-wide average plant-based cheese spend per country per capita (in euros), 2022



Plant-based yoghurt

Sweden plant-based yoghurt sales (in kr millions), 2020-2022



Key insights:

- The value of plant-based yoghurt sales decreased by 14% between 2020 and 2022, and unit sales decreased by 21%.
- In comparison, conventional yoghurt unit sales decreased by 7% between 2020 and 2022.
- In terms of average price per unit, the plant-based yoghurt category has been less impacted by inflation and price increases in 2022. Plant-based yoghurt prices increased by 5%, whereas conventional yoghurt prices increased by 16%.
- In 2022, plant-based yoghurt had a 3% market share of the total yoghurt category.

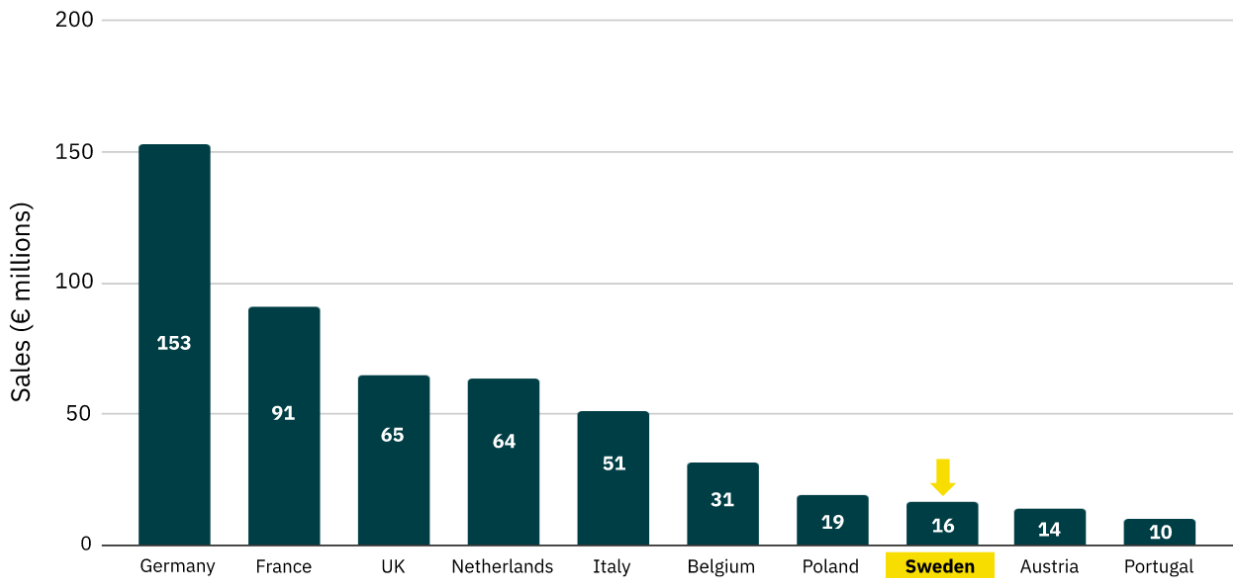
Segment insights:

- Soy yoghurt is the category leader with 56% of category sales by value in 2022, followed by oat yoghurt (33%) and coconut yoghurt (6%).

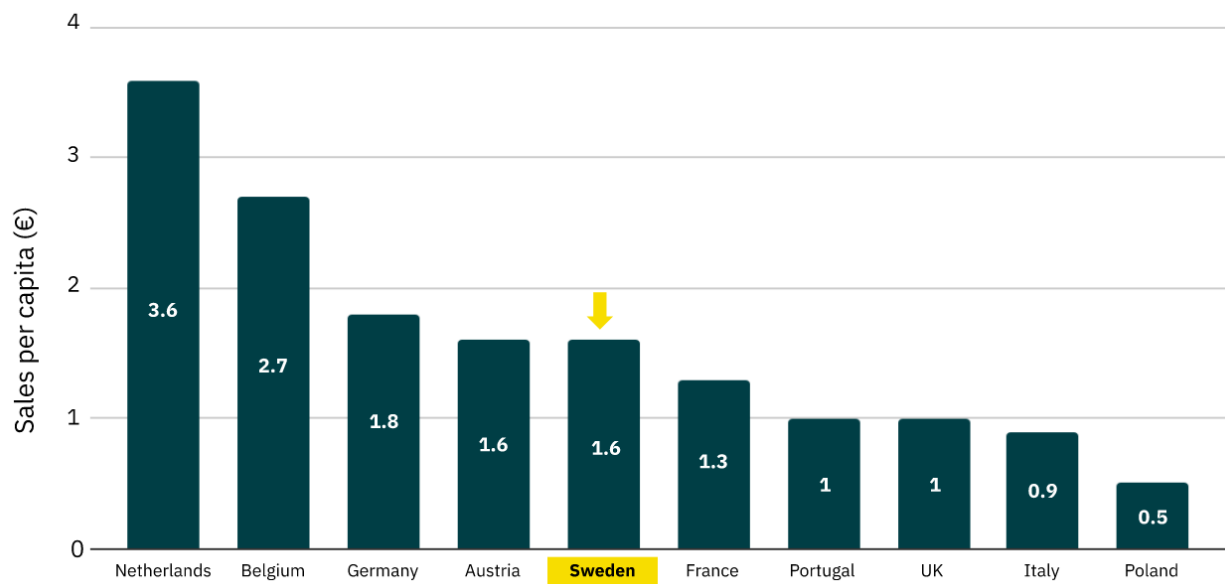
Country comparison

Sweden has the eighth highest plant-based yoghurt sales value in Europe. However, in terms of average plant-based yoghurt spend per capita, Sweden has the fifth highest sales.

Europe-wide plant-based yoghurt sales per country (in € millions), 2022



Europe-wide average plant-based yoghurt spend per country per capita (in euros), 2022



Closing remarks

“The plant-based food retail market in Europe has seen significant growth in recent years, driven by better plant-based products being brought to market. This is encouraging as the world works to address the many problems caused by industrial animal agriculture. However, to sustain this growth, companies must continue investing in product innovation to develop plant-based products that meet consumer expectations when it comes to the key drivers of taste, price, and convenience. The Good Food Institute’s [Advancing Solutions for Alternative Proteins database](#) is a great source to better understand key innovation priorities.”

Carlote Lucas,
*Senior Corporate Engagement Manager at the
Good Food Institute Europe*



About the data

To size the Swedish retail market for plant-based foods, GFI Europe commissioned retail sales data from market research firm NielsenIQ. Analysis in this report is based on data reported by NielsenIQ for the total plant-based, total dairy products, and total pre-packed meat categories for the 52-week, 104-week, and 156-week periods ending 31 December 2022, for the Sweden market, according to GFI Europe product hierarchy. Therefore the data presented in this report may not align with standard NielsenIQ categories. Copyright © 2022, Nielsen Consumer, LLC.

About the Good Food Institute Europe

[The Good Food Institute Europe](#) is an international NGO helping to build a more sustainable, secure and just food system by transforming meat production.

We work with scientists, businesses and policymakers to advance plant-based and cultivated meat – making them delicious, affordable and accessible across Europe.

By making meat from plants and cultivating it from cells, we can reduce the environmental impact of our food system and feed more people with fewer resources. GFI Europe is powered by philanthropy.

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