



Try Swedish: Export potential analysis in selected food segments

A global quantitative analysis of eleven food categories

The purpose of the analysis is to provide support to Swedish companies' export priorities and to the Try Swedish Steering Group when setting the direction of the Government's food promotion. The analysis answers where the export potential lies for different food segments according to opportunities, challenges and trends within the predefined methodology. The work has been carried out in collaboration with the Try Swedish Steering committee.

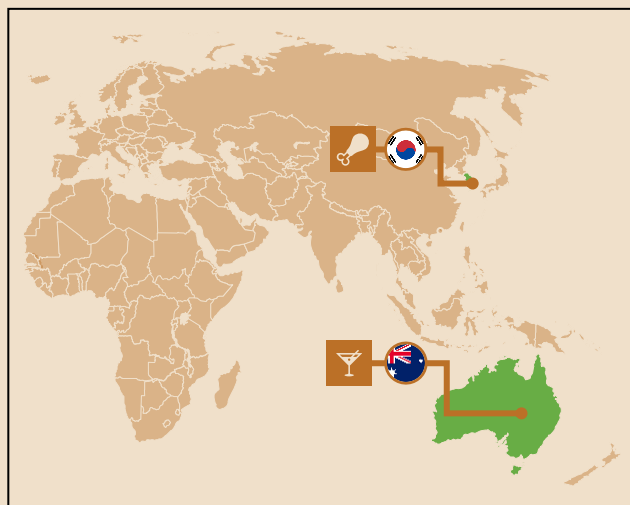
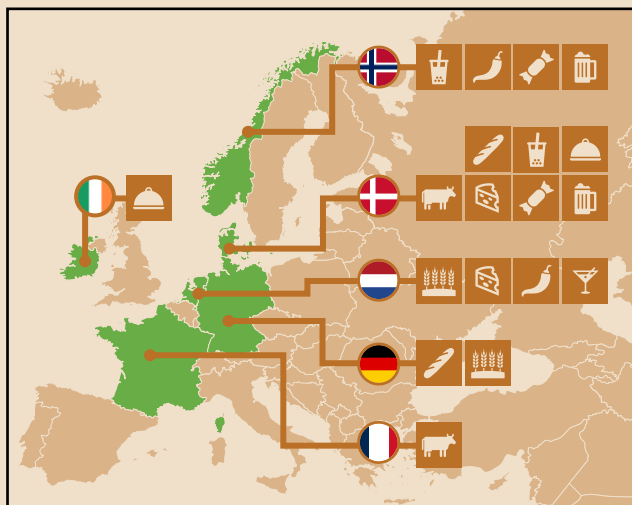
CONCLUSIONS

- 1 Markets with broadest export potential are largely found in the Nordics and central western Europe
- 2 Additional markets such as USA, Japan, China, Singapore and the Middle East have been highlighted for specific segments
- 3 The main challenge for Swedish food exports are high domestic production costs and low consumer price-levels abroad
- 4 Swedish companies generally compete in the premium segment in foreign markets
- 5 Niche products matching the Swedish value proposition are largely welcomed in prioritised markets
- 6 Stricter regulations and harmonized requirements regarding food security, sustainability and animal welfare are likely to favour Swedish value offering in the long-term

RECOMMENDATIONS

- Highlight Swedish value proposition to compete on clean, secure and high-quality products
- Focus on premium segment as most Swedish products will fall in this category
- Adapt to local market trends to meet foreign preferences and demand
- Consider a dedicated export strategy for your segment's key markets
- Conduct additional in-depth research for specific product categories and their export capabilities
- Build a better understanding of the market prerequisites, e.g. trends and competitive landscape
- Identify and evaluate most suitable sales channels to reach relevant target group and geographies

RELEVANT MARKETS & SEGMENTS



POTENTIAL PER SEGMENT



BREAD Denmark and Germany stand out as prioritized markets. Swedish brands already have a strong foothold in Denmark and trends suggest further expansion potential. Frozen baked goods and healthy products like rye bread and crispbread are gaining popularity in Germany.



DRINKS Denmark and Norway show most export potential in this segment. Competitive pricing as well as embracing the health and wellness trend are key factors in Denmark. Norway is witnessing a rising trend in innovation for healthy drinks with sustainability in mind.



POULTRY South Korea has been identified as an attractive market due to increasing demand for imported chicken in the coming years. Swedish export focuses primarily on bi-products such as chicken feet & wings, which are not consumed in Europe, but in high demand in Asia.



READY-MADE MEALS Denmark and Ireland are the most promising markets. Affordability is crucial for ready meals in Denmark where consumers often favour local brands. In the Irish market, transparency and environmental impact are important factors to consider.



MEAT Denmark and France are the markets with the highest scores in this segment. Meat consumption is still prominent in Denmark although more consumers seek plant-based options. France values animal welfare and sustainability when consuming meat products.



GRAIN Germany and the Netherlands are the most relevant markets for the segment. While the demand is rising for local, organic and sustainable products in the Netherlands, healthier and personalised grain products are gaining popularity in Germany.



DAIRY The market ranking highlights Denmark and the Netherlands. The Dutch market is competitive and diverse but offers opportunities for sustainable and niche products. Danish preferences also align with the Swedish value offering despite growing cost concerns.



CONDIMENTS AND SEASONING Norway and the Netherlands are the best performing markets. Dutch consumers are willing to try new products & flavours, especially with natural ingredients. Taco Friday and barbeque popular in Norway and foreign cuisines is gaining traction with consumers.



LIQUOR Export potential for liquor is highest in the Netherlands and Australia. The Netherlands enjoy cocktails and premium spirits with strong brands dominating the market. Australia is a whiskey nation preferring premium spirits with a booming local spirit scene.



SWEETS Denmark and Norway come out on top of the list within the sweets segment. Affordability and innovation are crucial in health-conscious Denmark. Offering niche products is especially important as the health trend poses challenges for the sweets market in Norway.



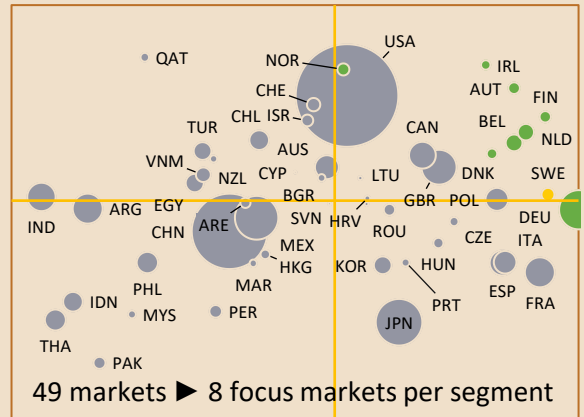
BEER, CIDER AND WINE Denmark and Norway show the greatest export potential. A growing preference for quality over quantity benefits Swedish value offering in Denmark. Increasing consumer demand for novelty offers opportunities in a competitive Norwegian market.

METHODOLOGY*

1. QUANTITATIVE MARKET SELECTION

The data-driven market selection highlights the most suitable markets based on quantifiable variables

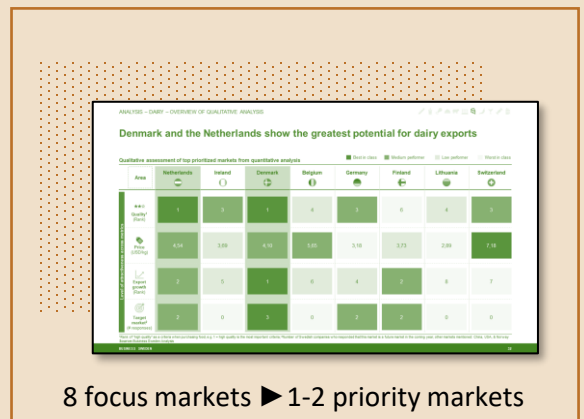
- A set of quantifiable variables are chosen for the competitive ranking
- Variables receive a weighting to reflect importance for Swedish export
- Markets are plotted according to their rank in market potential and ease of market entry



2. QUALITATIVE MARKET ASSESSMENT

Further investigation of selected focus markets (8) per segment based on additional qualitative factors:

- ★★★ – Quality impacting purchasing decision
- 🏷️ – Price level per segment
- 📈 – Swedish export growth per segment
- 👤 – Swedish companies' export priorities



3. ANALYSIS & RECOMMENDATIONS

In-depth analysis of 1-2 prioritized export markets selected in the qualitative market assessment:

- Current trends and potential challenges
- Swedish value proposition match
- Conclusions & recommendations for Swedish companies and their export priorities



* For detailed methodology, please request the full report

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Try Swedish is the branding platform used by Business Sweden, the Swedish Trade and Invest Council, in order to support Swedish companies in the food and beverage sector to grow global sales.

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