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# HORECA FOODSERVICE IN SWEDEN

Executive Summary  
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## 1. EXECUTIVE SUMMARY

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### 1.1 STRONG ECONOMIC DEVELOPMENT ALLOWS FOR MORE PREMIUM OFFERINGS

The 5% current value growth rate experienced by consumer foodservice in Sweden during 2016 was slightly higher than the 4% current value CAGR of the review period. Further moving towards premiumization, new delivery services were being introduced, and a well-performing economy also provided a boost, which led Swedes to continue to increase spending on consumer foodservice.

### 1.2 HEALTHINESS AND ENVIRONMENTAL CONCERNS GENERATE DEMAND FOR VEGETARIAN FOOD

Environmental concerns and healthier living continued to have a greater effect on consumer foodservice in 2016. Companies marketed their environmental work and healthy options over the review period, but Swedes have not shown a big interest in this, at least not the environmental work. Instead, a couple of years previously, they developed their own demands for a better environment and healthier food. One of the strongest trends in the menu developments of consumer foodservice players in Sweden during 2016 was catering to these demands, with the introduction of more vegetarian and vegan alternatives.

### 1.3 INDEPENDENT OUTLETS ARE STILL LAGGING SLIGHTLY IN TERMS OF PERFORMANCE

Independent consumer foodservice operators continued to record slightly lower current value growth than chained establishments in 2016. In contrast to independent companies, chained operators enjoy the ownership of well-established brands that are often recognized throughout Sweden, and it is easier for them to, for instance, claim the more attractive locations with their financial muscle and better financial security.

### 1.4 A STABLE ECONOMY AND DEMAND FOR NEW EXPERIENCES BOOST SALES

Consumer foodservice in Sweden is expected to post a value CAGR of 3% at constant 2016 prices over the forecast period. The stable real GDP growth projected for the coming years will help boost the consumer foodservice market. Growth will also be generated by Swedes' increased demand for new foodservice experiences and a willingness to spend more money on this channel than on grocery retailers.

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## 2. INTERESTING CONTACTS

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### Hkscan Sweden AB

<http://sweden.hkscan.com/>

Contacts depending on your product: [hkscanfoodservice.se/contacts](http://hkscanfoodservice.se/contacts)

### Continental Foods Sweden AB

<https://continentalfoods.se/>

CF has an office in Belgium which is a good place to start to get reference into the Swedish market

<https://continentalfoods.be/>

### Menigo Foodservice AB

<https://www.menigo.se/becomeasupplier>

If you are interested in becoming a supplier, please contact our Category Managers for each product area. Contact: +46-8-722 14 00

**Atria Foodservice AB** (Atria Sweden is owned by the Finnish food company Atria Corp.)

<http://www.atriafoodservice.se/>

If you are interested in becoming a supplier, contact [foodservice.sweden@atria.com](mailto:foodservice.sweden@atria.com)

### Sodexo Sverige AB

<https://se.sodexo.com/becomingasupplier>

To register as a new potential supplier, go to <https://sodexonordic/srgsupplierregistration>

Also, good to look at instructions and procedures at <https://play.suppliermovie>

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