



**Flanders**  
State of the Art



# THE CHOCOLATE MARKET IN SWEDEN

FLANDERS INVESTMENT & TRADE MARKET SURVEY

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# SWEDISH CHOCOLATE MARKET

Introduction to the market

November 2019

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use of candy. The Saturday candy is still a thing in Sweden; but nobody waits until the weekend to eat their candy. Most candy is still consumed on Saturdays. This and the fika explains their love for sweets. It has historically grown to eat sweets in Sweden, more than in other countries, it almost feels like an essential element.

## 4. EXPANDING TO SWEDEN

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When it comes to attracting buyers, Swedes are very picky when it comes to their chocolate. If it is a new brand, then they are hesitant to buy it because the customers don't know it. So, find a way for your brand to be known and adapt to the Swedish market. This is best done in a store check visit to Sweden and from that market research make a market entry plan. When it comes to pralines, the market is small, even though there are boxes in the retail stores. It is not common for Swedes to buy the special and expensive Belgian pralines and sales volumes are low. In Sweden, the *most common chocolate* is traditional chocolate bars. However, Belgian companies could try to sell their pralines in the up-market segment to the big hotels or the fancy coffee shops. That is where people would buy the pralines, even though they are expensive, or as a gift. These sales, though, does not provide a huge volume, but can be a way in to create a brand awareness in Sweden. There are many small craft producers of pralines in Sweden, but they do not produce in large volumes. Most buy ingredients from Callebaut.

There is also an opportunity for private label, if your company can offer large quantities.

### 4.1 BUSINESS IN SWEDEN

Sweden has a strong economy and a stable political climate and is characterized by openness and transparency within both the private and public sectors which is good for doing business on the long term. The Work Environment Act (Arbetsmiljölagen) outlines the regulations for maintaining a safe work environment. The employer has the main responsibility for the work environment and employees are required to follow safety instructions. Environmental awareness is strong in Sweden and the country has taken a proactive role in areas such as recycling and pollution control for several decades and more recently in biofuel development. This means that the product and packaging should also be sustainable. A very high percentage of salaried workers speak English and, in many cases, other languages. Nationally, the Swedish workforce is highly multicultural, with around 15 percent of total population being foreign born.

Swedish workers tend to rely heavily on compromise and consensus when it comes to making decisions and reaching solutions. In a business negotiation it can mean that it takes time for you to get an agreement. But, when you do, it is a solid agreement. It's generally felt to be much





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Webshop and one physical store

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## **6. REGULAR CHOCOLATE IMPORTERS**

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## 7. TRADE FAIRS

<p><u>Fastfood &amp; café Restaurang expo</u>  Date: 29 – 30 Jan 2020  Project manager: Lisa Zenovon  Phone: +46 31 381 62 09  Mobile: +46 768 24 19 00  Address : MalmöMässan Exhibition &amp; Congress Center  Website :  <a href="https://www.fastfoodrestaurangsyd.se/kontakt/">https://www.fastfoodrestaurangsyd.se/kontakt/</a></p>	 <p><b>Fastfood &amp; café</b>  Nordens största fastfood- &amp; cafémässa  <b>Restaurang EXPO</b>  Nordens viktigaste mötesplats för restaurangbranschen</p>
<p><u>Nordic Organic Food Fair</u>  Date: 13 – 14 Nov 2019  Address: MalmöMässan Exhibition &amp; Congress Center  Event Manager: Melina Viking  Phone: +44 (0) 1273 645141  Mail: mviking@divcom.co.uk  Website:  <a href="https://www.nordicorganicexpo.com/about/">https://www.nordicorganicexpo.com/about/</a></p>	 <p><b>nordic organic food FAIR</b>  MalmöMässan   Sweden  13-14 November 2019</p>
<p><u>Sthlm Food &amp; Wine</u>  Date: 08 – 10 Nov 2019  Stockholmsmässan AB  Mail: <a href="mailto:info@stockholmsmassan.se">info@stockholmsmassan.se</a>  Phone: 08-749 41 00  Address: Mässvägen 1 Älvsjö  Website: <a href="https://www.sthlmfoodandwine.se/">https://www.sthlmfoodandwine.se/</a></p>	 <p><b>sthlm food &amp; wine</b></p>
<p><u>Nordic Food Industry</u>  Date: 06 – 08 Oct 2020  Nordic Food Industry Exhibition  Mail: Mässans Gata/Korsvägen  Phone: +46 (0)31 708 80 00  Mail: <a href="mailto:info@nordicfoodindustry.se">info@nordicfoodindustry.se</a>  Website: <a href="http://en.nordicfoodindustry.se/">http://en.nordicfoodindustry.se/</a></p>	 <p>nordic <b>food industry</b></p>

**Baking & Chocolate Festival**

Date: 10-13 Oct 2019

Operative Event Manager: Victor Ackerheim

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