



Flanders
State of the Art



FOOD SUPPLEMENTS AND HEALTH PRODUCTS

IN SWEDEN

FLANDERS INVESTMENT & TRADE MARKET SURVEY

////////////////////////////////////
FOOD SUPPLEMENTS AND
HEALTH PRODUCTS IN SWEDEN

Introduction to the market

April 2020

////////////////////////////////////

TABLE OF CONTENT

- 1. Introduction3
- 2. Swedish lifestyle.....3
- 3. Impact of climate and geography5
- 4. Regulation6
- 5. Swedish manufacturers of food supplements and health products.....6
- 6. Foreign companies selling food supplements and health products in Sweden.....8
- 7. Retailers selling food supplements and health products10
- 8. Bibliography 11



1. INTRODUCTION

This report will tackle the topic of food supplements and other health products in Sweden. It will discuss the use of it, regulations, and the big players on the Swedish market. Food supplements include anything that provides extra nutritional value such as vitamins, minerals, and different kinds of acids. Health products are any other form of nutrition that provides added value to a diet.

Swedish people are more conscious when it comes to food compared to Belgium. This is especially true for meat consumption as more Swedes are becoming vegan or vegetarian. Swedes are also more outgoing in regard to doing outdoor sports activities. This Swedish way of living has an influence on the use of food supplements and other health products.

2. SWEDISH LIFESTYLE

A Swedish lifestyle can be described as an easy-going, yet productive one. The people are laidback as long as everything keeps moving. The way of living is similar to other Nordic countries but very different from the rest of the world. It is proven to be an effective lifestyle when looking at productivity and the citizens happiness where Sweden takes the seventh place on the world ranking (Helliwell, Layard, & Sachs, 2019).

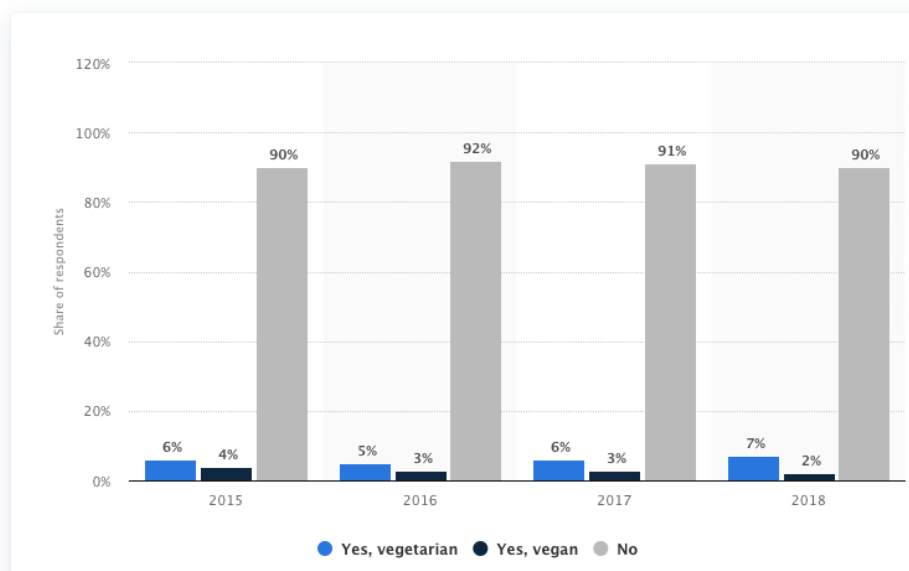
A healthy and active lifestyle is something that starts at a young age for Swedish people. Children are encouraged to go outdoors and play with other friends. This is also a result of the general love for the outdoors that is shared by all Swedes. When the children are done playing, they usually go home to eat a well-balanced meal instead of going to a fast food chain. Although numerous present, it is not the number one choice when going for lunch or dinner. Some fast food chains, such as McDonalds, are more expensive than in other parts of Europe or charge the same price as other healthier restaurants. Because of this, Swedes are more likely to choose for the healthy alternative (healthy living - the swedish way, sd).

Another influential aspect is a vegan or vegetarian diet. The figure below shows the number of vegetarians and vegans in Sweden. Over the years there has been a decrease in veganism, but a slight increase in vegetarianism (Ridder, 2019). This decreasing trend in veganism might be explained because of food supplements. Many of our daily recommended intake of vitamins and nutrients can be found in animal-related food. Being a vegan means not eating any food that has an animal origin. This results in vegans having to look for alternatives to replace this lack in nutrients. Replacements can often be found in food supplements, making them important to some



vegans. Having to measure and maintain the nutrients in someone's body can be time-consuming and costly.

Are you vegetarian or vegan?



Sports is an important aspect of their daily lives. About half of the population takes part in some kind of sports activity (Wikipedia, 2020). It is a common sight on Monday at noon to see different groups of people running in the streets during their hour sports break. Companies often incorporate this one working hour dedicated to sports in their weekly planning.

Seven out of ten Swedes reported to go to the gym or to engage in some kind of sport on a weekly basis. The gym is the first place to encounter food supplements, generally in the form of protein shakes. These are often consumed after the workout to help increase muscle mass. Products made in Sweden are known for their high quality and trustworthiness. That's why Swedish food supplement producers are well positioned in the market and the number one choice of most Swedes. The emphasis of the producers lays on natural-based supplements with as few chemicals as possible. This is one of the most important criteria for Swedish fitness-goers.

The graph below represents the sales value (in million SEK) of dietary supplements and vitamins in Sweden from 2010 to 2018. A slow but steady increase is noticeable. When looking at the numbers, it is clear that this is a big market that is heading for yearly growth.



The actual amount someone is getting is dependent on the region they're living. This is also the case in Sweden as the country is very stretched out. People in the north have even less sun than in the south, meaning an even smaller vitamin D intake. Food supplement and health product use is therefore dependent on the country or region (EG - Fultium D3, sd).

4. REGULATION

The Swedish Food Agency is responsible for handling everything about food and everything that's food related. Food supplements is a part of their responsibility as



they are described as products that supplement a normal diet. That's why food supplements don't have their own rules, but they follow the same rules as foods in general. Both the producer and the seller of the products are responsible for the products to be safe for consumption, according to the directives. Sweden is adopting the directives, regulated by the European Commission, in the Swedish law. This way they follow the same unified rules present in Europe, facilitating the export and import (Swedish Food Agency, 2019). European law dictates the minimum and maximum amount of each substance that is allowed, as well as the type of products that are allowed to be used (European Commission, sd). Protecting the consumers health is top priority for both the Swedish Food Agency and the European Commission.



5. SWEDISH MANUFACTURERS OF FOOD SUPPLEMENTS AND HEALTH PRODUCTS

The list found below enumerates Swedish companies that produce food supplements and health products. These companies are founded in Sweden and have their production there. This list is not exhaustive.

Apoteket

The main pharmacy store in Sweden that also manufactures its own products.

<https://www.apoteket.se/>

New Nordic

A company specialized in herbal dietary supplements and selling all over the world.

<https://newnordic.se/>



CampusPharma

A Scandinavian oriented company with a focus on women's health, unlicensed medicines and special pharma.

<https://www.campuspharma.se/en/>

Svenska Örtmedicinska Institutet

A herbal medicine and supplement producer.

<https://ortmedicinska.se/>

WellAware

A Swedish manufacturer of sports products as well as supplements.

<https://wellaware.se/>

Life Butiken

A food supplement and health product manufacturer.

<https://www.lifebutiken.se/>

6. FOREIGN COMPANIES SELLING FOOD SUPPLEMENTS AND HEALTH PRODUCTS IN SWEDEN

The following is a list of foreign companies that have some of its operations or sell relevant products on the Swedish market. The list consists of wholesalers, manufacturers, and other types of companies. This list is not exhaustive.

Thompson and Capper – Vitamex branch

The mother company is a contract manufacturer from the United Kingdom focused on the healthcare and pharmaceutical industry. Vitamex, located in Sweden, is responsible for sales, product development, and quality assurance in the whole of Scandinavia.

<https://www.vitamex.se/>

Biovea

A company with worldwide presence selling products in Sweden.

<https://www.biovea.com/se>

Vitaelab

A Norwegian company with operations in Sweden, producing dietary supplements.

<https://www.vitaelab.se/>

Pharma Nord

A Danish company with a daughter company in Sweden.

<https://www.pharmanord.com/>



