YouGov

DENMARK SWEDEN NORWAY FINLAND

FOOD & HEALTH 2024

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About the Food & Health report 2024

Background and purpose

Since 2006 YouGov have tracked consumers' views on health and food in Sweden, and since 2007 also in Denmark, Norway and Finland.
Our overall objective is to better understand consumers' knowledge and attitudes, and to track changes in key measures over time.

We offer insights based on:

- Annual surveys with Nordic consumers to gain insight on their views on health and food.
- Dataset with 5 years of historic data in YouGov Crunch for further analysis (free of charge access when purchasing the report).

New this year

This year's report holds answers to new questions:

- How does the purchase behaviour look for private labels and what are the attitudes towards private label compared to well-known brands?
- How many are skipping meals for on-the-go alternatives, and what is the preferred snack? What is the behaviour regarding take away, how often and what type of dishes? And, has the takeaway purchases changed due to rising prices?
- In which categories would consumers consider replacing groceries for plant-based alternative? Has the consumption of plant-based alternatives changed?

New this year: Highlights from GfK CPS

Following YouGov's acquisition of Consumer Panel Services from GfK, we have been able to augment the 2024 Food & Health report with interesting snippets from GfK CPS data.
GfK CPS collect behavioral data on household level through panels that statistically represent the population of the country in question. The panelists scan all of their FMCG purchases through an app on their phone and provide more details about the purchases.
If this report sparks your interest in GfK CPS data, please see contact details at the end of the report.

In the report, these highlights are shown like this

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What's inside

Methodology

Data Collection Period

Data was collected March 1st – 14th 2024. In all countries questionnaires in local languages were used.

Target Group & Sample Size

The survey was conducted among a sample of people aged 18+ in the Nordic countries.

	Total
Sweden	1000
Denmark	1000
Norway	1000
Finland	1000

Weighting of data

Data is weighted according to ideals from local statistical agencies on gender, age and region.

Methodology

Publication of results

On any publication of the results of the survey, YouGov must be stated clearly as the source. Prior to the publication of the results of the survey, YouGov must have the opportunity to approve the press release or other use of the results. The purpose is solely to ensure that we can vouch for the use of the results in technical analysis terms.

Note regarding GfK CPS highlights

Highlights from GfK CPS data, which appear throughout the report in the format illustrated below, come from various studies conducted by GfK CPS. The method description on this slide does not cover them.

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Statistical uncertainty

Statistical uncertainty
The table shows the calculation of the error margins (statistical uncertainties) that apply to various sample sizes, once the total population is known. This means that the table can be used to find out how certain you can be of a given result for each country.

How to read the table
If data in a given survey e.g. shows that 75% of 1000 questioned respondents eat meat, the certainty of the response can be found by first finding the percentage rate in the left row of the table, and then selecting the line, i.e. in this case the row, in which 75% is included.

Then take the horizontal line from 75%, and in this case find the sample size for the 1000 responses. The figure, which in this column is 2,7, refers to how the error margin/deviation for the percentage rate of 75% is plus/minus 2,7. This means that the actual ratio of the 1000 respondents is, with a probability of 95%, between 72,3% and 77,7% (i.e. 75% plus/minus 2,7%-points).

	Sample size										
Per cent	100	200	300	400	500	600	700	1000	1500	2000	3000
5 or 95%	4.3	3.0	2.5	2.1	1.9	1.7	1.6	1.4	1,1	1,0	0,8
10 or 90%	5.9	4.2	3.4	2.9	2.6	2.4	2.2	1.9	1,5	1,3	1,1
15 or 85%	7.0	4.9	4.0	3.5	3.1	2.9	2.7	2.2	1,8	1,6	1,3
20 or 80%	7.8	5.5	4.5	3.9	3.5	3.2	3.0	2.5	2,0	1,8	1,4
25 or 75%	8.5	6.0	4.9	4.2	3.8	3.5	3.2	2.7	2,2	1,9	1,5
30 or 70%	8.9	6.4	5.2	4.5	4.0	3.7	3.4	2.8	2,3	2,0	1,6
35 or 65%	9.3	6.6	5.4	4.7	4.2	3.8	3.5	3.0	2,4	2,1	1,7
40 or 60%	9.6	6.8	5.5	4.8	4.3	3.9	3.6	3.0	2,5	2,1	1,8
45 or 55%	9.8	6.9	5.6	4.9	4.4	4.0	3.7	3.1	2,5	2,2	1,8
50%	9.8	6.9	5.7	4.9	4.4	4.0	3.7	3.1	2,5	2,2	1,8

Part 1: Summary of findings

Summary of findings 1/9

Shopping of food

- Norway has the largest share of people who have been affected by the rising prices this year when it comes to their purchase and consumption of food, with 37% saying that they have been affected to a high or very high extent. Sweden and Denmark have the lowest average scores, with somewhat larger shares having been affected only to a small extent or not at all.
- 76% of people in the Nordics have changed their grocery shopping behaviour in the last year solely due to rising prices. The most common action taken is to spend more time reading special offers/looking for good deals, done by 44%. Around a third of people have bought similar products at a lower price than those they normally buy.
- Four in ten Norwegians and Finns have increased their purchase of ingredients and cooking from scratch. In Sweden and Denmark this share is somewhat lower, but the statement still applies to three in ten.
- In Denmark and Norway, the product type of which the largest share of people has reduced their purchase is sweets, cakes and ice cream. Finland’s top product in this sense is fish, with 41% now buying less of it due to the rising prices, while takeaway food is the top choice in Sweden with 34%. Vegetables and dairy products are among the least affected types of products.

Summary of findings 2/9

Private Label

- Across the Nordics, 33% of the total food purchases during a month are private label. For the average Dane, the share is 38%. Norway and Sweden have the lowest shares with 30-31% of products coming from supermarkets' own brands.
- Across the Nordic countries, the share who have increased their purchasing of supermarkets' own brands is substantially larger than those who have decreased them. 29% of the Finns have increased their habits regarding private label while just 4% have decreased them, making their net score 24%.
- When asked what they have done in the past year solely because of the rising prices, 30% of people across the Nordics state that they have increased their purchases of private label products compared to branded products. Finland is the country where this change in behaviour is the most prevalent, with 36% of people having made this adjustment.
- When comparing private label products to branded ones, affordability stands out as the area where private label has the greatest advantage. Across the Nordics, 48% perceive private labels to be more affordable while just 8% think they're less affordable. Usefulness is the second net (better – worse) advantage for private label [11% net positive]. The area where private label performs the worst compared to branded products is quality, with a net score of -14%.
- The difference in attitudes towards private label vs. leading brands are the smallest in Denmark and Finland. Across the Nordic countries, an average of 40% think that there isn't much difference between the two, while 28% say that well-known brands are usually better.
- Overall, there is quite a high demand for supermarkets' own ranges of food to increase. Just around 1 in 10 across the Nordic countries would like to see them decrease, while 1 in 3 want them to increase. Demand is particularly high in Finland, where 45% would like to see such an increase.

Summary of findings 3/9

Eating Habits

- Across the Nordics, 54% of people say that food is an important part, or one of the most important parts, of their life. The share who see food as fuel only is the highest in Norway, with 10%, followed closely by Finland with 9%.
- In the past year, most people across the Nordics have decreased their intake of alcoholic drinks (28%) and sugar (26%). These are also the food/drink types with the largest negative net scores (increase – decrease), while the largest positive nets are seen for vegetables and root vegetables.
- Across the four countries, vegetables are once more the food type of which most people have increased their consumption. In Sweden, Denmark and Norway, chicken is also among the top three. Sugar and alcoholic drinks are among the three most decreased food/drink types in each of the countries.
- Palm oil is the ingredient consumer state that they try to avoid, indicated by 26% of all. Nearly as many don't avoid any of the listed ingredients in the survey, and an additional 15% have no opinion, making up a total of nearly 4 in 10 in the Nordics. In Denmark, this share is 48%. Sweeteners and sugar are avoided by similar shares (16-17%). Trans fats (18%) are more commonly avoided than saturated fats (11%).
- Palm oil is the top concern in Sweden, Norway and Finland. As of this year, it is also a relatively close second in Denmark, following genetically modified ingredients. Trans fats are in the top 5 of ingredients to avoid across all countries, with the highest share (26%) in Sweden. Genetically modified ingredients are also near the top for each country, with shares around 1 in 5.

Summary of findings 4/9

Food on the go

- Just above a third of Swedes, but around half of Danes, Norwegians and Finns skip at least one meal during a typical week or replace it with a snack or food on the go. In Denmark and Norway, the trend of skipping at least one meal in a typical week continues to grow stronger. Finns have stabilised at just under half of all, while the share for Sweden has remained at just over 1 in 3 since 2021.
- In all four Nordic countries, the favourite snack type or "food on the go" is fruit. Swedish males are an exception, preferring pizza. Fruit stands out as the most preferred option on the go across the Nordic countries and is especially far ahead of the second favourite in Denmark (33%), where granola bars are chosen by less than half as many (16%). Seeds, nuts, grains and legumes make it to the top 5 in all countries. Chocolate is in second place in Sweden (22%), twice as popular there as it is in Denmark and Finland (11%).
- Pizza stands out as the clear favourite take-away food across the Nordics. Burgers and kebabs also made it to the top five choices in all countries. Finland is the only country where salad is a popular take-away dish.
- Across the Nordics, 36% have decreased their purchase of takeaway food in the past year. Norway and Finland have particularly large shares buying less takeaway. Swedes and Finns go out to eat the most frequently, with 24% of Swedes and 23% of Finns eating out at least weekly. Danes are quite far behind all the other Nordic countries, with 48% doing so less often than monthly. More than half of Swedes and Finns buy takeaway food at least monthly. 1 in 5 Swedes do this weekly, putting Sweden firmly ahead of the other countries in terms of frequency.
- People go out to eat at fast food restaurants the most often in Sweden and Finland. In Sweden, 45% do so at least monthly with 14% going at least once a week. Danes are the least frequent eaters at fast food restaurants, with just 5% going at least weekly.

Summary of findings 5/9

Meat & Vegetables

- Across the Nordics, 74% are meat eaters, 15% are flexitarians and 8% are either vegetarians, pescatarians or vegans. Denmark has the highest share of meat eaters (78%), ten percentage points ahead of Sweden (68%). The share of flexitarians is highest in Finland (18%) and Sweden (17%). The shares of people following the different eating habits have been largely stable over time. In Finland, the share of meat eaters has increased again following a dip in 2023. The share of vegetarians, which increased there in 2023 has returned to its previous level.
- Finland has the largest share of people who say that they have increased their consumption of vegetarian food in the past year (25%). Norway has the smallest share with just 11%. Norwegians are also the least likely to have increased vegan food (8%), where Denmark is at the top together with Finland at 13% each.
- Overall, 16% of those who have increased their vegan or vegetarian food intake worry to a very/extreme extent if they get enough vitamins, minerals, protein, iron, etc. Swedes are less worried about this than the other nationalities
- Across the Nordics, beef, processed meat, pork and minced meat are among the foods which the largest shares of people have decreased. Vegetables, root vegetables, chicken and eggs have instead been largely increased.

Plant-based alternatives to meat and dairy

- Finland has the highest share of people who eat plant-based substitution products, around 2 in 3 do so. Sweden is in second place, further behind Finland after having decreased somewhat in the past year. In Denmark, the share continues to be less than half.
- An average of 44% across the Nordics would not consider replacing any of the listed foods in the survey with plant-based versions. Finns generally have the highest willingness to try plant-based alternatives. Overall, the options with the highest potential for substitution are beef and pork, followed by milk and cream.
- Cutting down consumption of vegan/vegetarian food and reducing consumption of plant-based meat alternatives in the past year are both roughly equally common across the Nordics – around one in seven has done it.

Summary of findings 6/9

Diets, health, functional food and supplements & Sugar and Sweeteners

- There are great differences between the countries in terms of lactose intolerance. Finland is at the top with 16% state that they are lactose intolerant, while only 6% in Denmark. 3 in 10 Finns always or almost always buy lactose free dairy products, placing Finland as a clear number one in this regard. Denmark is last – just 1 in 10 Danes does the same, and 7 in 10 Danes never buy them at all.
- Norway has the largest share of people who are gluten intolerant, but it is still just 6%. Denmark and Finland have the lowest shares at 2%. 8% of Swedes and Norwegians always or almost buy gluten free products, with an additional 13% doing so once in a while. Denmark has the smallest share who buy gluten free, with 83% never buying them.
- 33% in the Nordics have followed at least one diet the past year – most in Finland and least in Denmark. Almost half of all people have not followed a diet or have eaten healthier the last year. Slightly more women have followed at least one diet compared to the men, and the share is significantly higher in the age group 18-39 years. Intermittent fasting is now the largest diet in the Nordics and has surpassed low-carb diets, except in Finland. A third (30%) of all people in Sweden have followed one or more diets in the last year, while in Finland only one in four (24%) has. On top of this 1 in 4 of the people in the Nordic countries state that they eat healthier, but not necessarily following a specific diet.
- 24% of people across the Nordics say they have increased their level of physical exercising the past year, while 15% have decreased it. These results have now been steady since 2022 onwards. Denmark has the smallest share who have increased their physical exercise, but also the smallest share who have decreased it. 2024 results for the Nordics overall are similar to 2023, with around half maintaining their weight while a slightly larger share has increased than decreased. Sweden is the country with the largest net increase – 27% have increased while just 19% have decreased. In Denmark, the share who have decreased is slightly larger than the share who has increased. The share of people experiencing everyday stress in the Nordics has remained the same over the past year - 32% state that they have experienced an increase and just 10% reporting a decrease, Sweden has a larger net increase of stress than the rest of the Nordics.

Summary of findings 7/9

Diets, health, functional food and supplements & Sugar and Sweeteners

- Finland stands out from the other Nordic countries in terms of increasing consumption of functional foods, with a net score (increase-decrease) of 9%. Across all countries, the share of consumers who have remained on an unchanged level is close to 7 in 10.
- Vitamins are the most used dietary supplements in the Nordics, with half of all people taking them daily. Finns take them most frequently (81%), Swedes least frequently (57%). The use of minerals is more similar across countries – about a third of the consumers take them at least monthly. Proteins and amino acids, as well as probiotics, are used less in Denmark than in the other countries. Vitamins are by far the dietary supplements bought most in the last six months, particularly driven by Finns. Purchases of dietary minerals are more evenly spread across the countries, with an average of three in ten having bought them. Norwegians are more likely than the rest to have bought essential fatty acids.
- Across the Nordics, 47% of people buy dietary supplements when they need them, and 19% like to keep a supply of some things at home, but others are bought when necessary. 7% state that they like to always have a well-stocked medicine cabinet.
- Sweden and Finland have the largest shares of consumers who avoid sugar, with just under 1 in 5. Swedes are roughly as likely to avoid sweeteners, placing them at the top in this regard. Danes are the least likely to avoid sugar, with less than one in ten. Honey stands out as the sugar/sweetener most perceived to be healthy. Whereas xylitol is in sixth place overall, it is in second place in Finland.

Summary of findings 8/9

Climate

- Reducing food waste and throwing away less food is perceived to be the most effective way of reducing harmful effects on the climate/environment, especially in Norway and Sweden. In Denmark, eating less meat is thought to be most effective.
- On average in the Nordics, 34% have decreased their food waste the last year while 5% have increased it, giving a net (increase – decrease) of -29%. Denmark is the strongest in this area with a net value of -31%, but all countries have considerably larger shares who have decreased their food waste than increased it.
- For all countries, the net (increase – decrease) is positive, with more people saying that they have eaten more locally grown/produced food in the last year than before. Across the countries, 15% have increased their consumption of locally grown/produced food, while 5% have decreased it.
- In Finland and Norway, the consumption of food from one's own country has increased in the past year. Danish and Swedish net development (increase – decrease) is more modest but still on the positive side.
- Denmark has the highest net score (increase – decrease) of consumption of organic food, which is driven both by the largest share of consumers who whose consumption of organic food has increased as well as the smallest share who have decreased it. There is also a positive development in Norway. In Sweden and Finland, an equal amount of consumers say they have increased consumption of organic food as the share that has decreased it, leaving the net score is around zero.
- Denmark comes out on top, with 50% of the population wanting to get better at buying food that harms the environment less. Sweden, Finland and Norway are slightly behind and at same levels across the markets (42-44%). Swedes and Danes are the most likely to agree that they know which foods and products to choose to be climate-friendly shoppers.

Summary of findings 9/9

Climate

- Among things that have a negative impact on the environment, plastic continues to come out clearly on top in all Nordic countries.
- Across the Nordics, the main responsibility for reducing the amount of unnecessary packaging is believed to fall on the companies that produce the goods (68%) and the companies who sell them (55%). 39% believe that consumers should do more, and an equal share points to the government.
  A majority (51%) of people in the Nordics try to re-use disposable items such as plastic bags. A little less than a quarter make an effort to buy less goods with non-recyclable packaging (24%), and about as many try to buy products made from recycled materials (23%).
- Which labels or certifications people consider when shopping for food varies a lot between countries. Finns and Swedes care the most about country of origin, while Danes think that organic labelling is most important. Norwegians look for the fewest of these labels overall, but their top choice is low sugar/no added sugar.

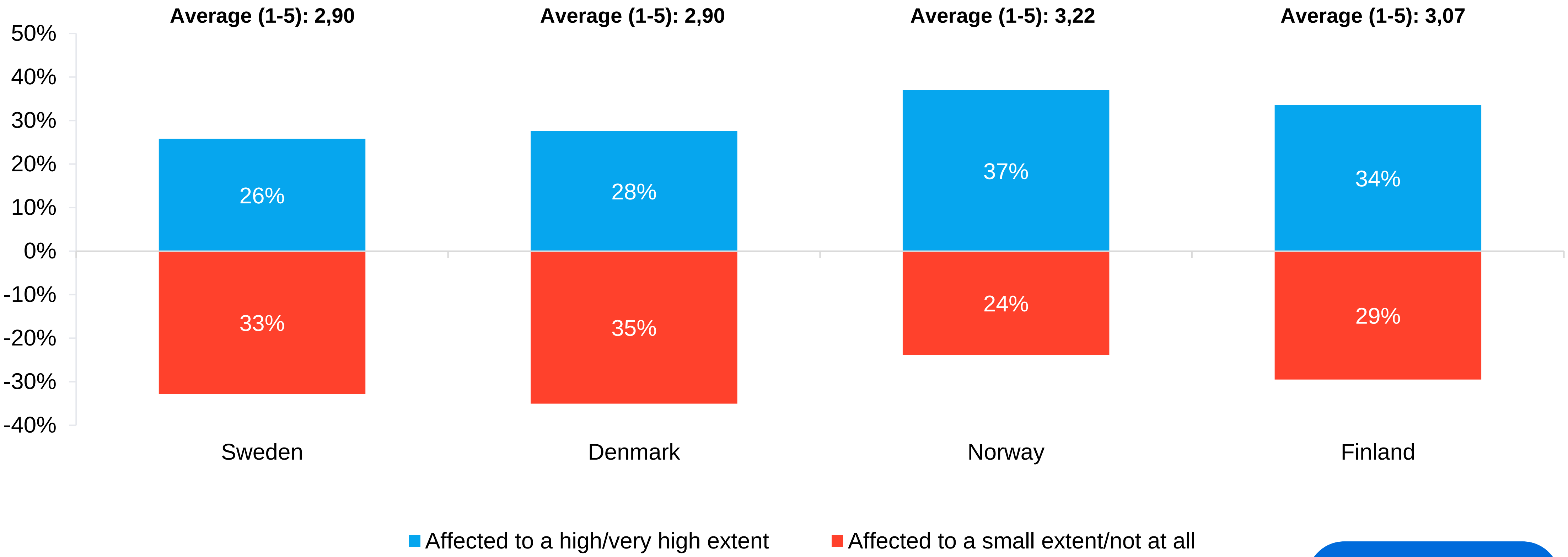
Get in touch

Run a survey

Part 2: Shopping of Food

How purchase and consumption of food have been affected by the rising prices over the past year

Norway has the largest share of people who have been affected by the rising prices this year when it comes to their purchase and consumption of food, with 37% saying that they have been affected to a high or very high extent. Sweden and Denmark have the lowest average scores, with somewhat larger shares having been affected only to a small extent or not at all.



Contact us

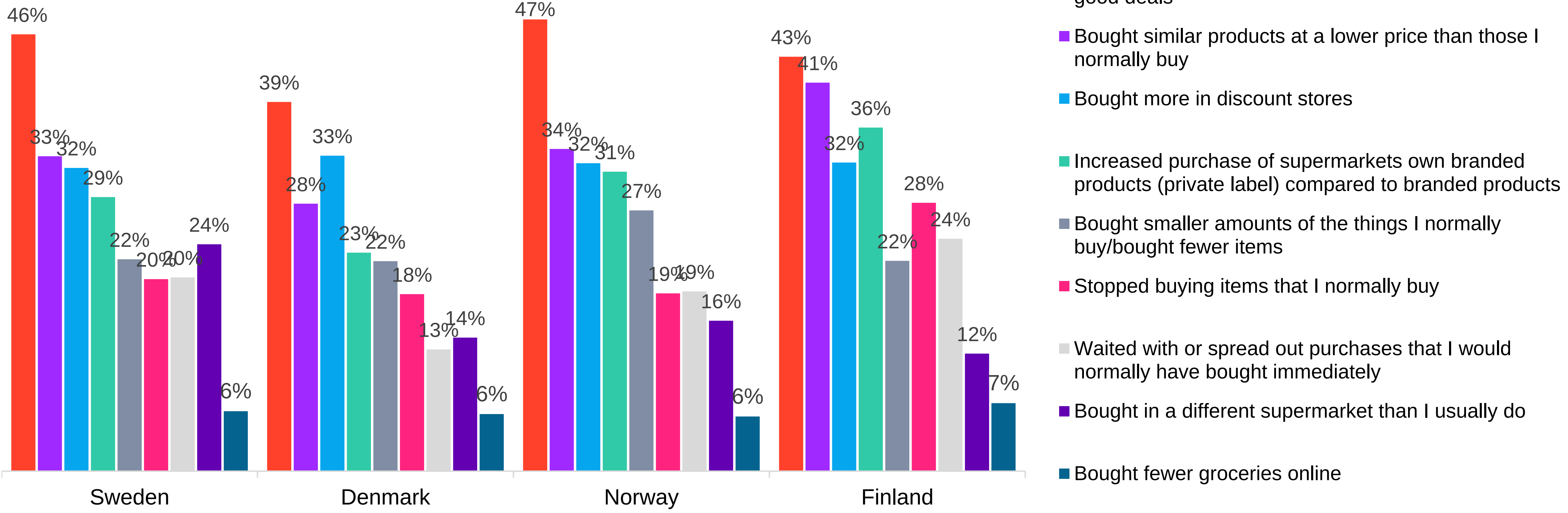
Q1_2023 To what extent has your overall purchase and consumption of food been affected by the rising prices over the past year?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Things done solely due to rising prices in the past year

76% of people in the Nordics have changed their grocery shopping behaviour in the last year solely due to rising prices. The most common action taken is to spend more time reading special offers/looking for good deals, done by 44%. Around a third of people have bought similar products at a lower price than those they normally buy.

SWE: 49% will in the next 6 months search for/wait for promotions*

DK: 38% will in the next 6 months search for/wait for promotions*



Q4_2023 Think about your shopping of groceries. Which of the following have you done within the past year solely because of the rising prices? You can check multiple answers
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

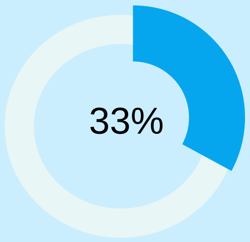
* GfK CPS Fall 2024

Buying ingredients and cooking from scratch more often than before

Four in ten Norwegians and Finns have increased their purchase of ingredients and cooking from scratch. In Sweden and Denmark this share is somewhat lower, but the statement still applies to three in ten.

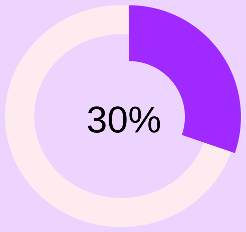
"I buy ingredients and cook from scratch more often than before."

Sweden



Base: 1000

Denmark



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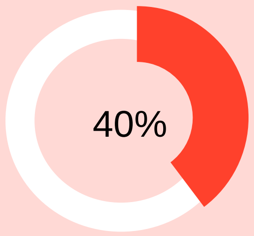
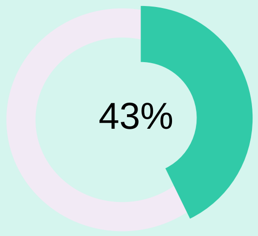
Norway



Base: 1000

Finland



Base: 1000

- In Sweden, Norway and Finland, women are more likely than men to have increased their cooking from scratch. In Denmark, the pattern seems to be the opposite.
- In Sweden and Finland, Boomers are particularly likely to have increased their cooking from scratch.

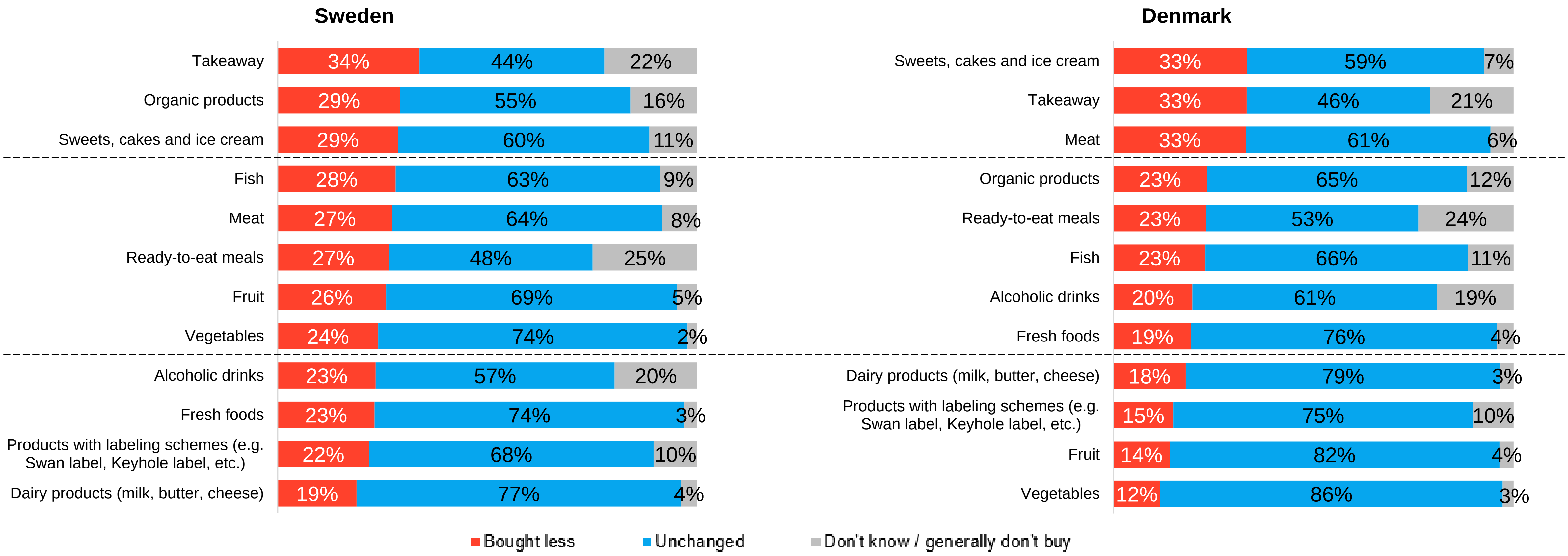
Get in touch

Q3_2023 To what extent do you agree or disagree with the following statements? TopBox – Agree/Totally agree
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

When comparing sales volumes for MAT Feb 2024 to Feb 2023 in GFK CPS behavioral data for Sweden and Denmark, most categories have the same sales volume as the previous period, which shows that many respondents believe they have changed buying behavior but the volumes are the same levels. Of course frequency, penetration, repeate purchase can have changed but the total sales volume is the same in most categories.*

Purchase behaviour due to rising prices

In Denmark and Norway, the product type of which the largest share of people has reduced their purchase is sweets, cakes and ice cream. Finland's top product in this sense is fish, with 41% now buying less of it due to the rising prices, while takeaway food is the top choice in Sweden with 34%. Vegetables and dairy products are among the least affected types of products.

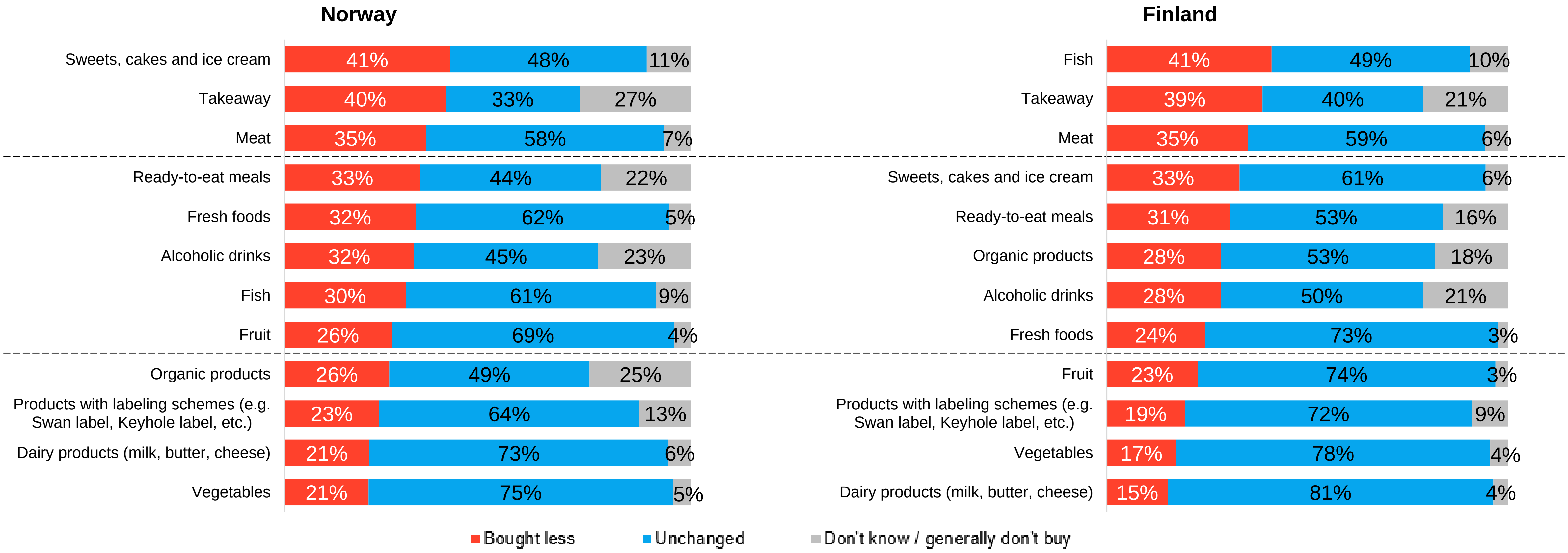


Q2_2023 Have you bought less of the following types of goods in the past year solely because of the rising prices of goods?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

* GfK CPS

Purchase behaviour due to rising prices

In Denmark and Norway, the product type of which the largest share of people has reduced their purchase is sweets, cakes and ice cream. Finland's top product in this sense is fish, with 41% now buying less of it due to the rising prices, while takeaway food is the top choice in Sweden with 34%. Vegetables and dairy products are among the least affected types of products.



Q2_2023 Have you bought less of the following types of goods in the past year solely because of the rising prices of goods?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

* GfK CPS

Part 3: Private Label

Share of total food purchases that are private label

On average in the Nordics, 33% of the total food purchases during a month are private label. Danes by the most while slightly less consumers in the other Nordic markets.

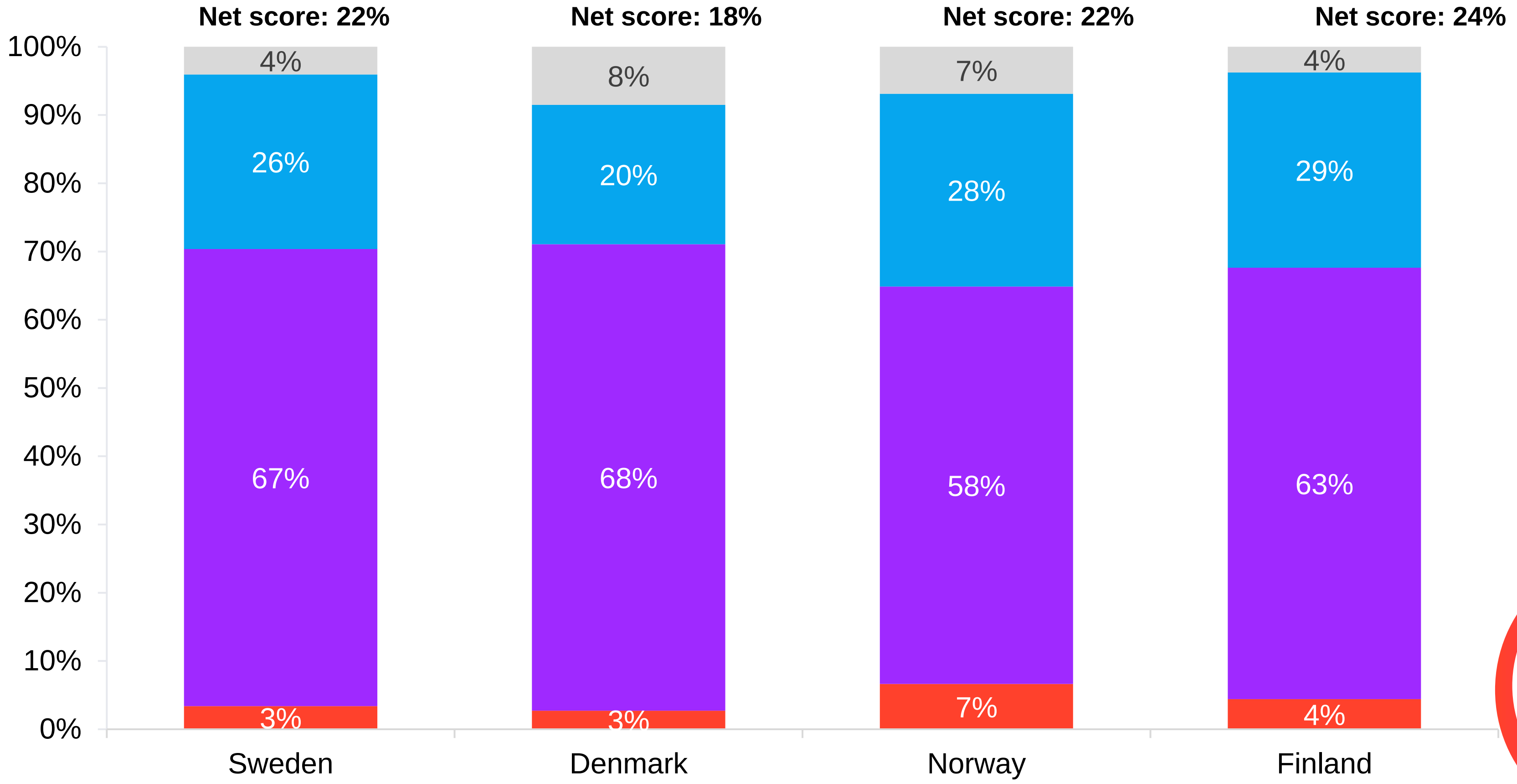
Approximately how much of your total food purchases during a month are products from supermarkets' own branded products (private label)?

Contact us

Q4_2024 Approximately how much of your total food purchases during a month are products from supermarket´s own branded products (private label)?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Change in habits regarding private label

Across the Nordic countries, the share who have increased purchase of supermarkets' own brands is substantially larger than those who have decreased them. 29% of the Finns have increased their habits regarding private label while just 4% have decreased them, making their net score 24%.



The sales volume for private label (own brands from grocery stores) in MAT February 2024 have increased with 4% ín Sweden and 3% in Denmark compared to the same period last year, although it varied by product categories.
53% in Sweden and 60% in Denmark state that it is important with attractive private label (Oct '22-Sep -23).*

Q10c Have you changed your buying habits regarding any of the following during the last year? If so, in what way? Supermarkets' own brands
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

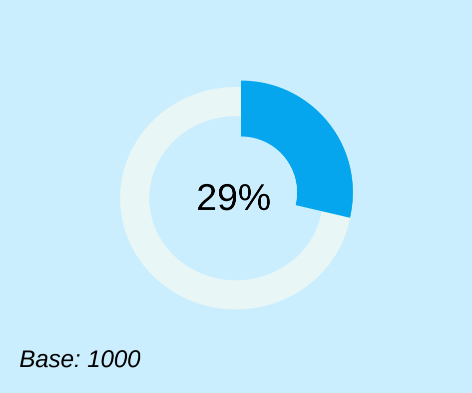
* GfK CPS

Rising prices as a reason to increase purchases of private label

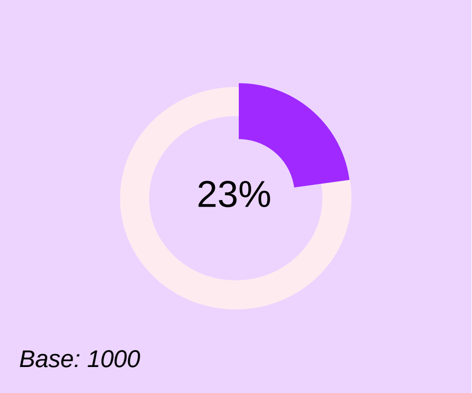
When consumers are asked what they have done in the past year solely because of the rising prices, 30% of people across the Nordics state that they have increased their purchases of private label products compared to branded products. Finland is the country where this change in behaviour is the most prevalent, with 36% of people having made this adjustment.

"Increased purchase of supermarkets' own branded products (private label) compared to branded products due to rising prices."

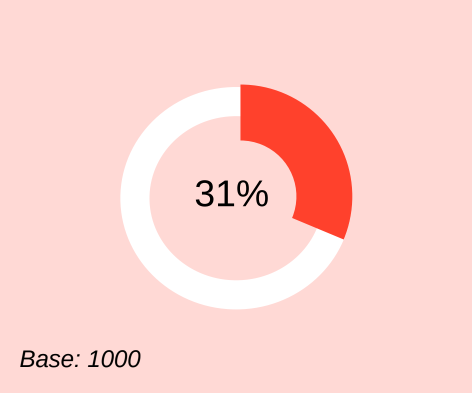
Sweden



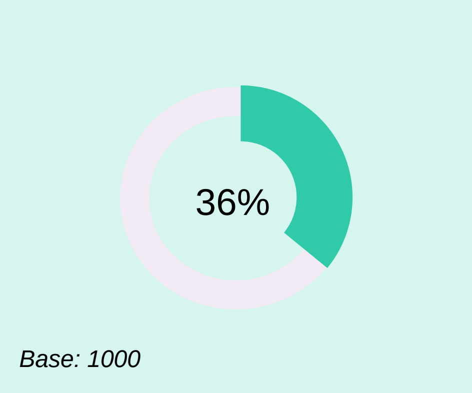
Denmark



Norway



Finland



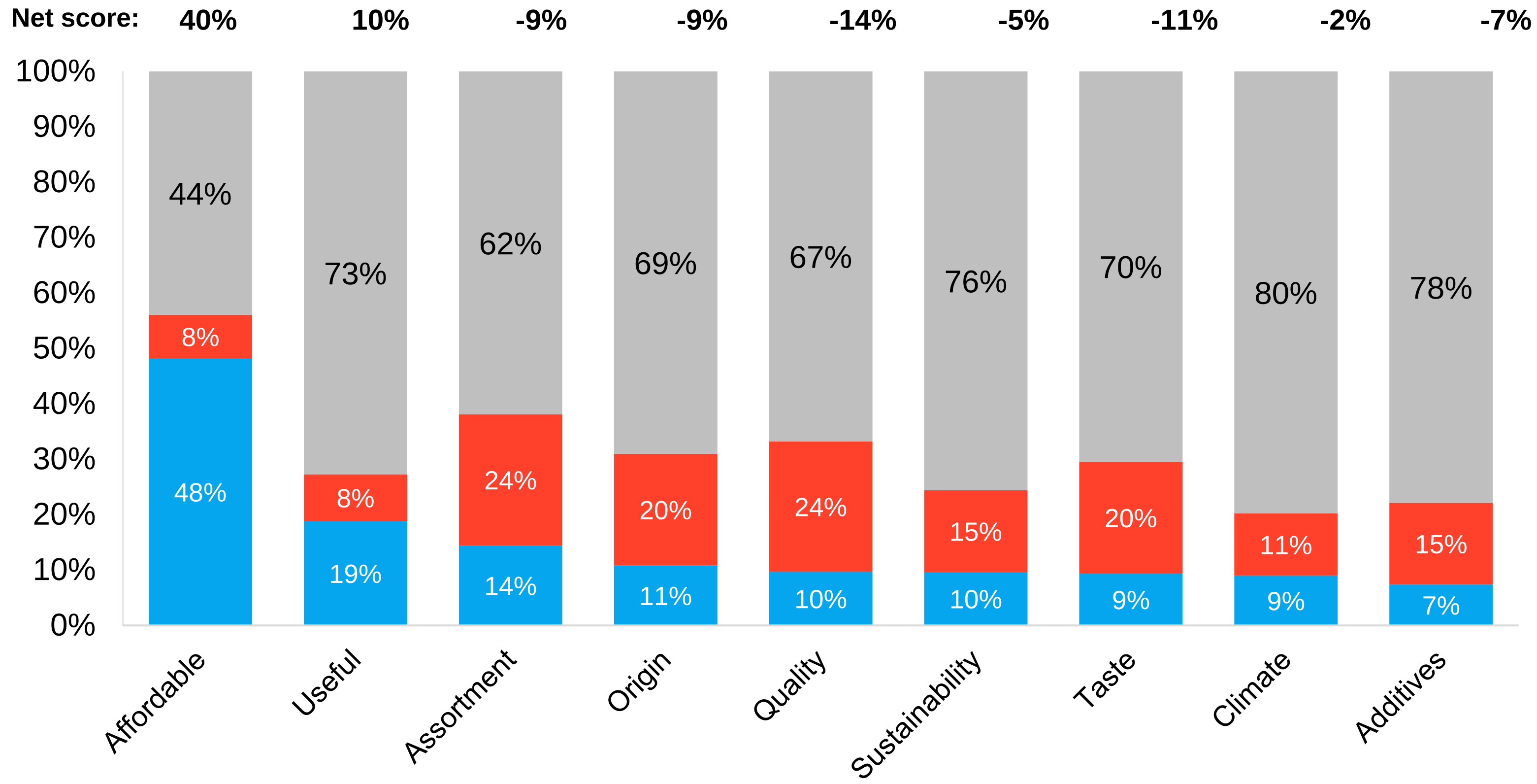
- The share who have increased their private label purchases is even across age groups.
- There are no differences between men and women when it comes to doing this.
- Those who have children in the household are however somewhat more likely than those without to increase their private label purchases – 34% vs. 28%.

Get in touch

Q4_2023 Think about your shopping of groceries. Which of the following have you done within the past year solely because of the rising prices?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Nordics – advantages and disadvantages of private label

When comparing private label products to branded ones, affordability stands out as the area where private label has the greatest advantage. Across the Nordics, 48% perceive private labs to be more affordable while just 8% think they're less affordable. Usefulness is also seen as an net advantage for private labels (better – worse) but the majority of the consumer still don't know if it is. The area where private label performs the worst compared to branded products is quality, with a net score of -14%.



Labels used in scale, per characteristic:

"Private label is better":	"Private label is worse":
More affordable	Less affordable
More useful	More useless
Better assortment	Worse assortment
Clearer origin	Less clear origin
Better quality	Worse quality
Sustainably produced	Not sustainably produced
Better for the climate	Worse for the climate
Tastes better	Tastes worse
Fewer additives	More additives

Q3_2024 What characteristics do you think that supermarket´s own branded products (private label) have compared to branded products. Grocers' own brands are:
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

TopBox
(tend to agree/definitely agree)

”I prefer to shop for private label vs well known brands”:
SWE: 50% vs. 50%
DK: 61% vs. 39% *

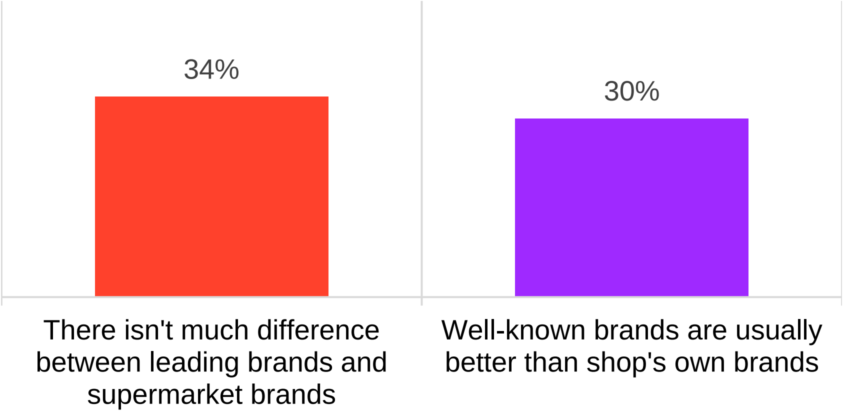
Perception of differences between private label and leading brands

The difference in attitudes towards private label vs. leading brands are the smallest in Denmark and Finland.

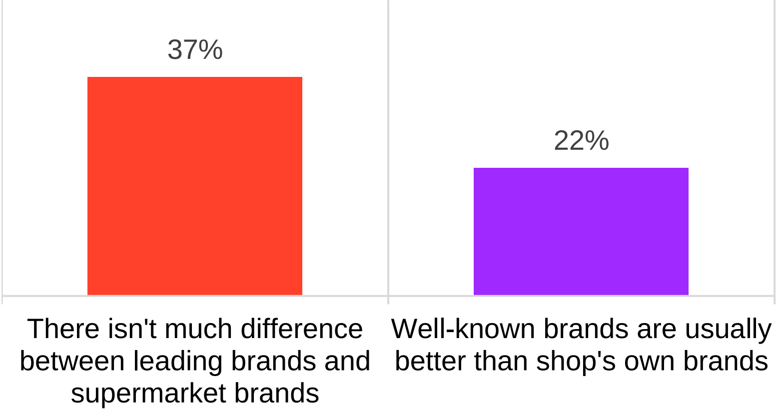
Across the Nordic countries, an average of 40% think that there isn’t much difference between the two, while 28% say that well-known brands are usually better.

PDL Do you agree or disagree with the following statement?
Base 2024: All (3705/4000):
SE: 705/1000, DK: 1000, NO: 1000, FI: 1000

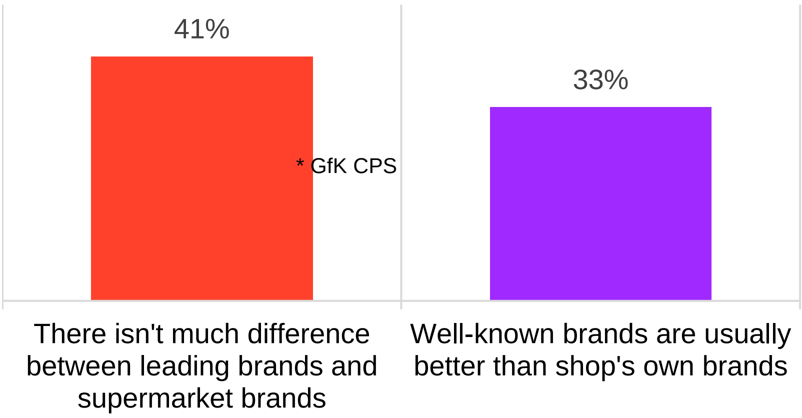
Sweden



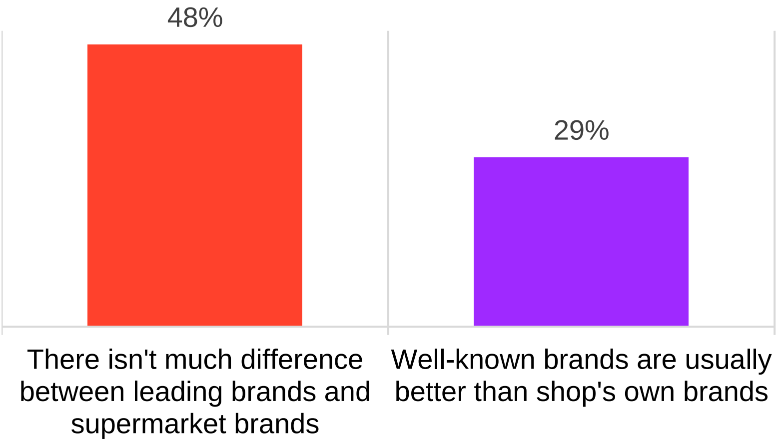
Denmark



Norway



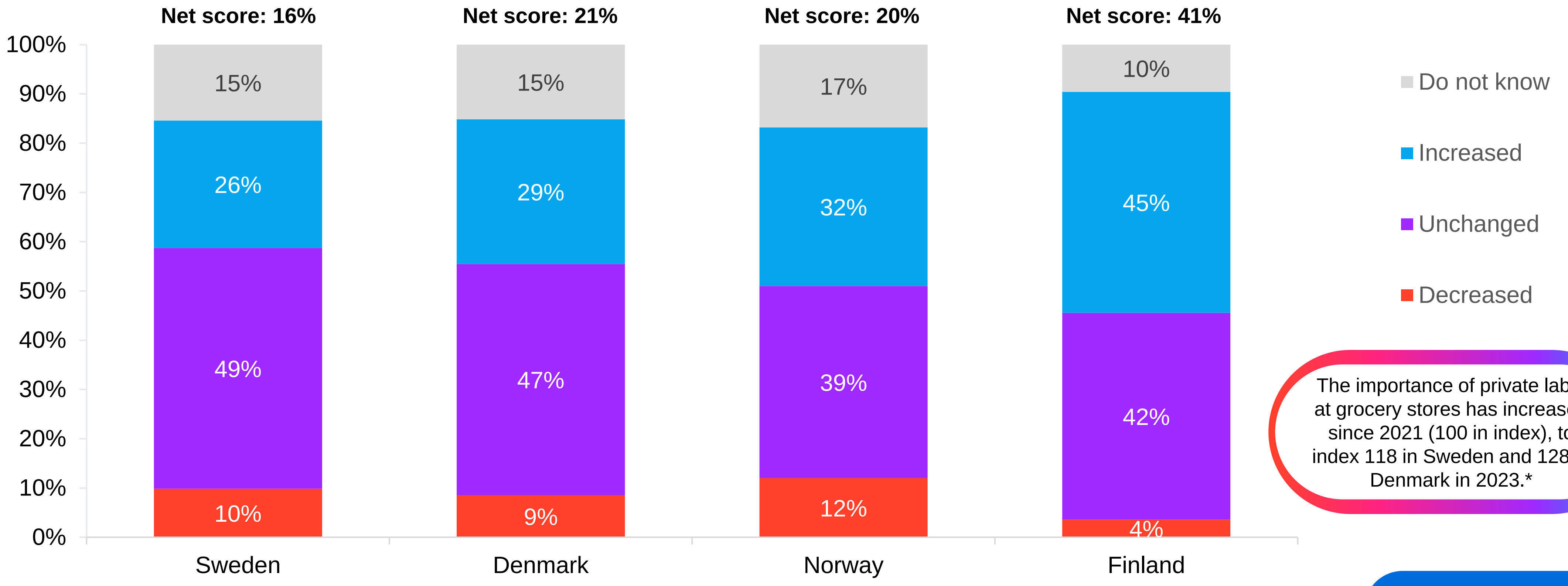
Finland



* GfK CPS

Wishes for width of supermarkets' own range

Overall, there is quite a high demand for supermarkets' own ranges of food to increase compared to decrease. Just around 1 in 10 across the Nordic countries would like to see them decrease, while 1 in 3 want them to increase. Demand is particularly high in Finland, where 45% would like to see such an increase.



The importance of private label at grocery stores has increased since 2021 (100 in index), to index 118 in Sweden and 128 in Denmark in 2023.*

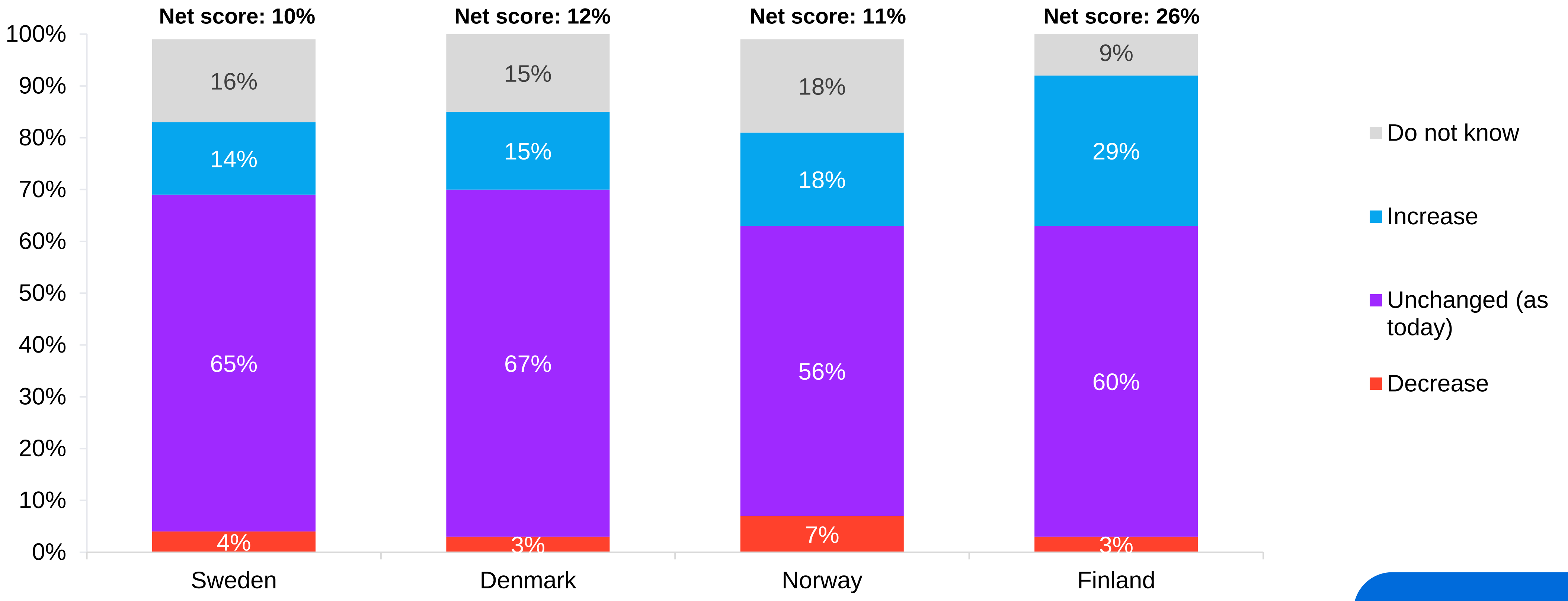
Contact us

Q6_2024 If you think about supermarket´s total range of food. Would you like the supply of supermarket´s own brands to decrease or increase?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

* GfK CPS

Predicted changes in private label purchases

Overall, majority across the Nordics do not expect their private label purchases to change over the next 12 months. Finland stands out from the rest, with 1 in 3 expecting to increase private label purchases.



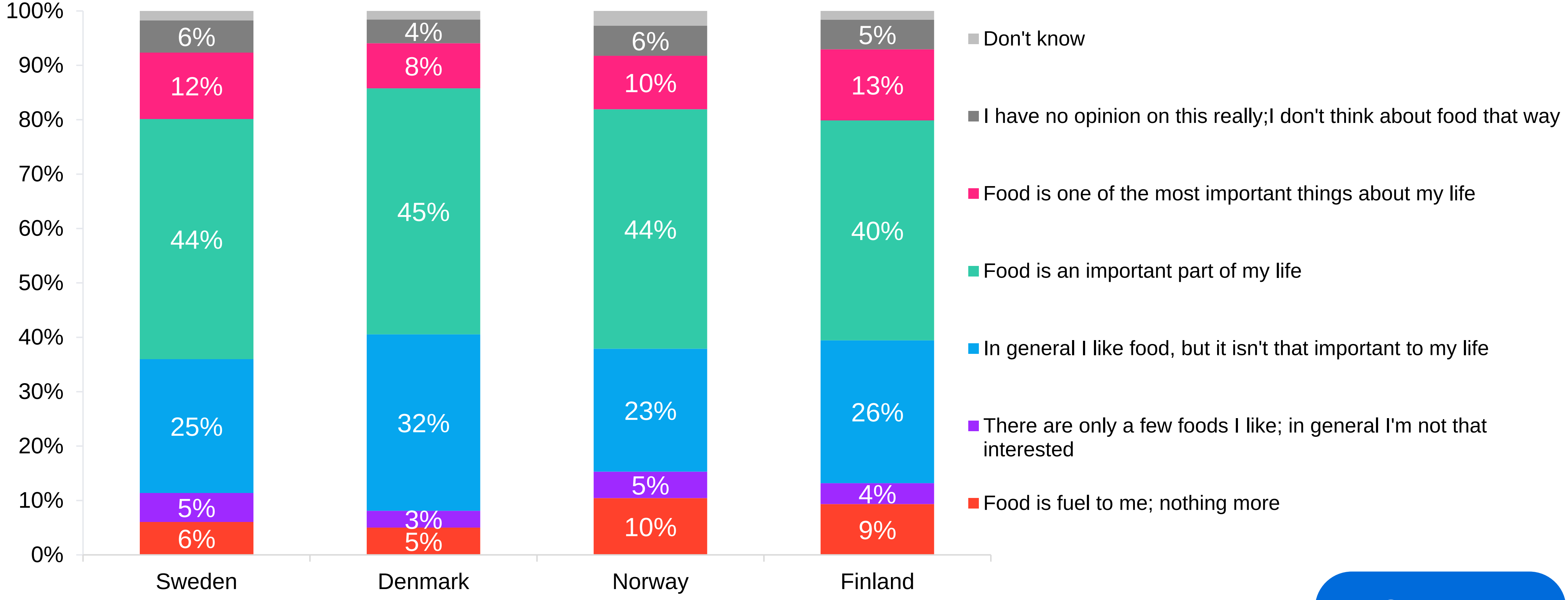
Run a survey

Q5_2024 Do you think your purchases of supermarket´s own branded products (private label) will change over the next 12 months?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Part 4: Eating habits and health

Importance of food

Across the Nordics, 54% of people say that food is an important part, or one of the most important parts, of their life. The share who see food as fuel only is the highest in Norway, with 10%, followed closely by Finland with 9%.



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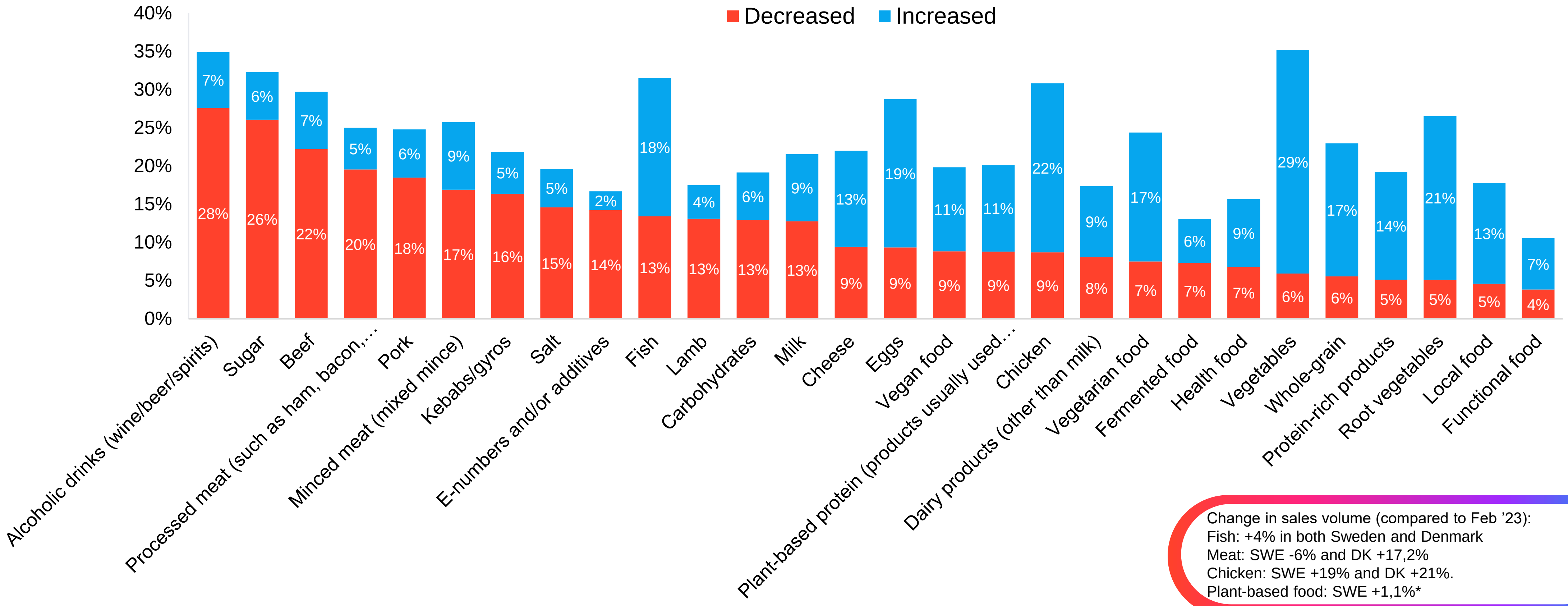
PDL: Which of the following best describes how important food is to you?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Nordics - Change in consumption

In the past year, most people across the Nordics have decreased their intake of alcoholic drinks (28%) and sugar (26%). These are also the food/drink types with the largest negative net scores (increase – decrease), while the largest positive nets are seen for vegetables and root vegetables.



Change in sales volume (compared to Feb '23):
Fish: +4% in both Sweden and Denmark
Meat: SWE -6% and DK +17,2%
Chicken: SWE +19% and DK +21%.
Plant-based food: SWE +1,1%*

Q2b Has your consumption of the following types of food and drink changed in the past year? If so, in what way?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

* GfK CPS

Top food items that consumers perceive they have increased or decreased their intake of in the last year

Across all four countries, vegetables are the food type of which most people have increased their consumption. In Sweden, Denmark and Norway, Chicken is also among the top three. In all countries, sugar and alcoholic are among the three most decreased food/drink types.

SE	DK	NO	FI
Vegetables 24%	Vegetables 30%	Vegetables 31%	Vegetables 32%
Eggs 21%	Chicken 23%	Chicken 23%	Root vegetables 28%
Chicken 18%	Whole-grain 19%	Fish 23%	Vegetarian food 25%
Sugar 24%	Beef 29%	Alcoholic drinks 29%	Alcoholic drinks 34%
Alcoholic drinks 22%	Alcoholic drinks 25%	Sugar 29%	Sugar 29%
Beef 18%	Sugar 22%	Processed meat 19%	Beef 26%

Q2b Has your consumption of the following types of food and drink changed in the past year? If so, in what way?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Sugar and alcoholic drinks are what most people have reduced their intake of, and most have increased their intake of vegetables.

Changes in types of food and drinks	Sweden		Denmark		Norway		Finland	
	Decreased	Increased	Decreased	Increased	Decreased	Increased	Decreased	Increased
Alcoholic drinks (wine/beer/spirits)	22%	8%	25%	7%	29%	8%	34%	6%
Sugar	24%	7%	22%	5%	29%	7%	29%	6%
Beef	18%	10%	29%	6%	16%	7%	26%	7%
Processed meat	17%	6%	19%	4%	19%	7%	23%	5%
Pork	14%	7%	16%	6%	18%	7%	25%	5%
Minced meat (mixed mince)	13%	11%	21%	6%	18%	10%	16%	8%
Kebabs/gyros	17%	8%	13%	4%	16%	5%	19%	5%
Salt	13%	6%	10%	4%	17%	6%	18%	4%
E-numbers and/or additives	13%	3%	12%	1%	15%	4%	16%	2%
Fish	15%	16%	7%	16%	14%	23%	17%	17%
Lamb	12%	5%	12%	3%	14%	7%	15%	3%
Carbohydrates	12%	8%	13%	4%	13%	6%	13%	7%
Milk	13%	8%	12%	8%	12%	11%	14%	8%
Cheese	11%	12%	7%	13%	9%	16%	11%	10%

Q2b Has your consumption of the following types of food and drink changed in the past year? If so, in what way?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Sugar and alcoholic drinks are what most people have reduced their intake of, and most have increased their intake of vegetables.

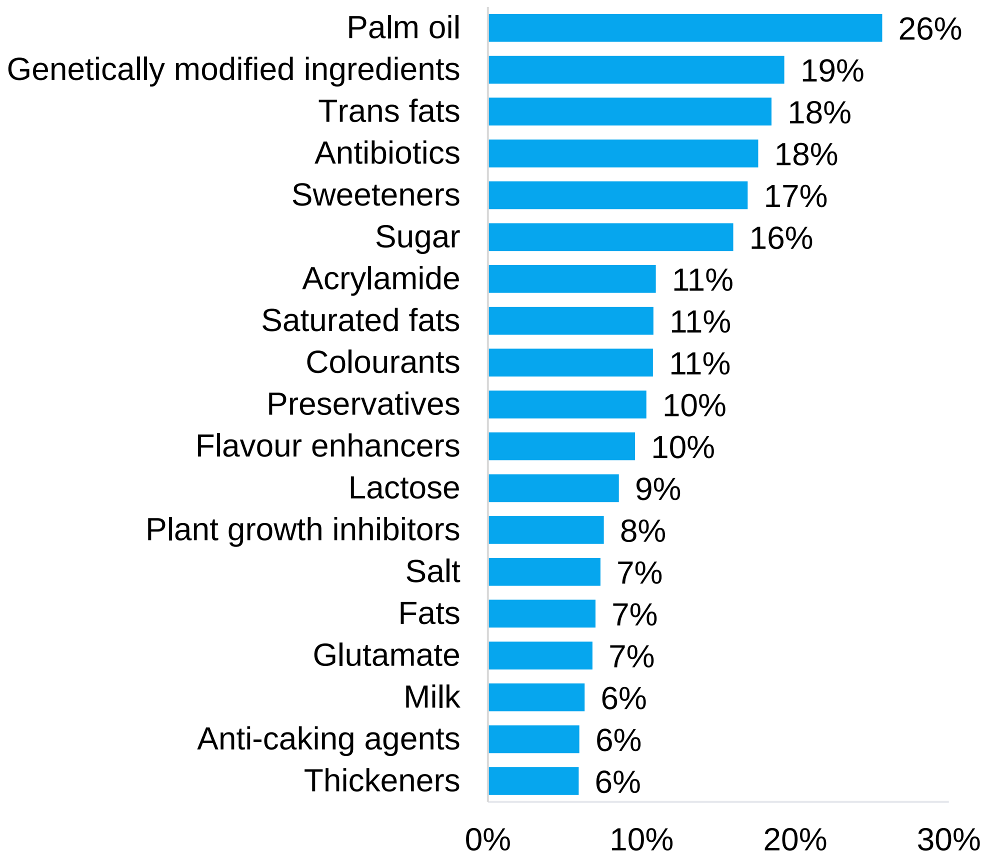
Changes in types of food and drinks	Sweden		Denmark		Norway		Finland	
	Decreased	Increased	Decreased	Increased	Decreased	Increased	Decreased	Increased
Eggs	11%	21%	7%	16%	10%	22%	9%	18%
Vegan food	10%	11%	8%	13%	8%	8%	10%	13%
Plant-based protein	8%	12%	8%	11%	9%	8%	10%	13%
Chicken	10%	18%	7%	23%	11%	23%	7%	24%
Dairy products (other than milk)	8%	9%	9%	8%	9%	11%	7%	9%
Vegetarian food	9%	14%	7%	18%	8%	11%	6%	25%
Fermented food	7%	8%	7%	3%	8%	7%	8%	5%
Health food	7%	9%	7%	6%	7%	9%	5%	11%
Vegetables	8%	24%	4%	30%	7%	31%	5%	32%
Whole-grain	6%	14%	4%	19%	6%	18%	5%	20%
Protein-rich products	6%	12%	4%	15%	6%	15%	5%	14%
Root vegetables	5%	17%	5%	18%	6%	22%	4%	28%
Local food	5%	8%	4%	9%	6%	17%	3%	19%
Functional food	4%	5%	3%	3%	4%	5%	5%	13%

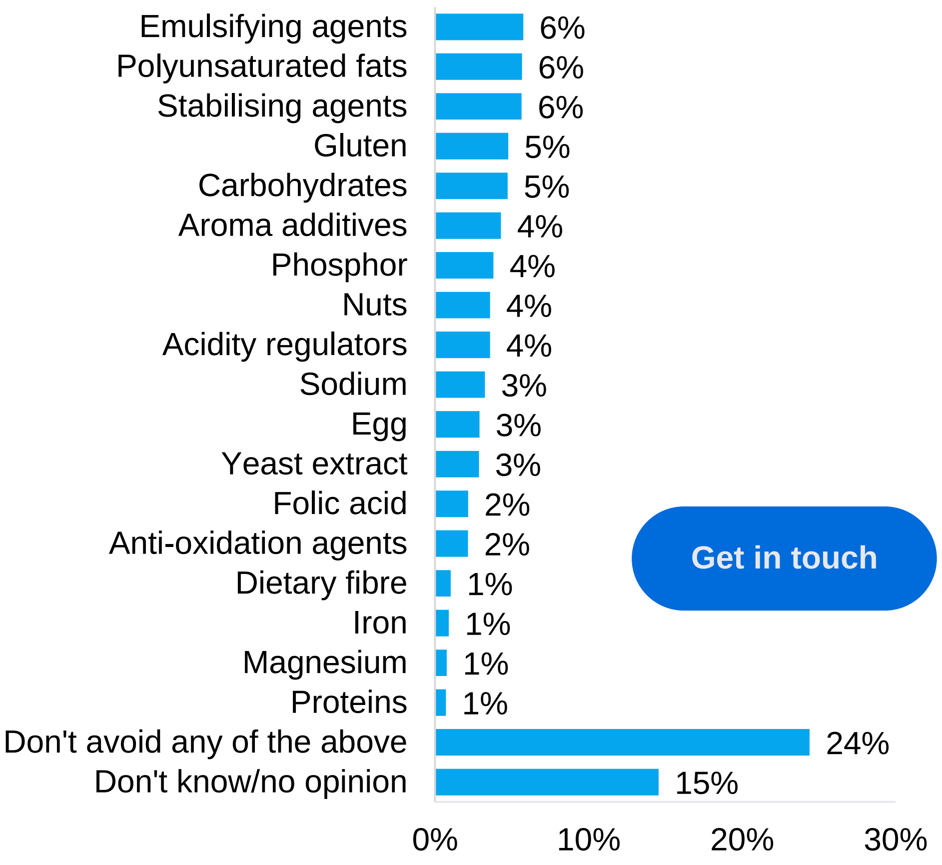
Q2b Has your consumption of the following types of food and drink changed in the past year? If so, in what way?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

YouGov

Nordics - Food concerns

Palm oil is the ingredient most common to avoid among the Nordic consumers (26%). 24% of the Nordic consumer don't avoid any of the listed ingredients, and an additional 15% have no opinion, making up a total of nearly 4 in 10.





Get in touch

PDL: Are there any of the following ingredients that you avoid?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Food concerns - Top ingredients that consumers try to avoid

Palm oil is the top concern in Sweden, Norway and Finland. As of this year, it is also a relatively close second in Denmark, following genetically modified ingredients. Trans fats are in the top 5 of ingredients to avoid across all countries, with the highest share (26%) in Sweden. Genetically modified ingredients are also near the top for each country, with shares around 1 in 5.

SE

1. Palm oil 30%
2. Trans fats 26%
3. Sweeteners 21%
4. Genetically modified ingredients 21%
5. Antibiotics 20%

DK

1. Genetically modified ingredients 19%
2. Palm oil 17%
3. Plant growth inhibitors 17%
4. Trans fats 16%
5. Antibiotics 16%

NO

1. Palm oil 24%
2. Genetically modified ingredients 17%
3. Sugar 16%
4. Antibiotics 16%
5. Trans fats 14%

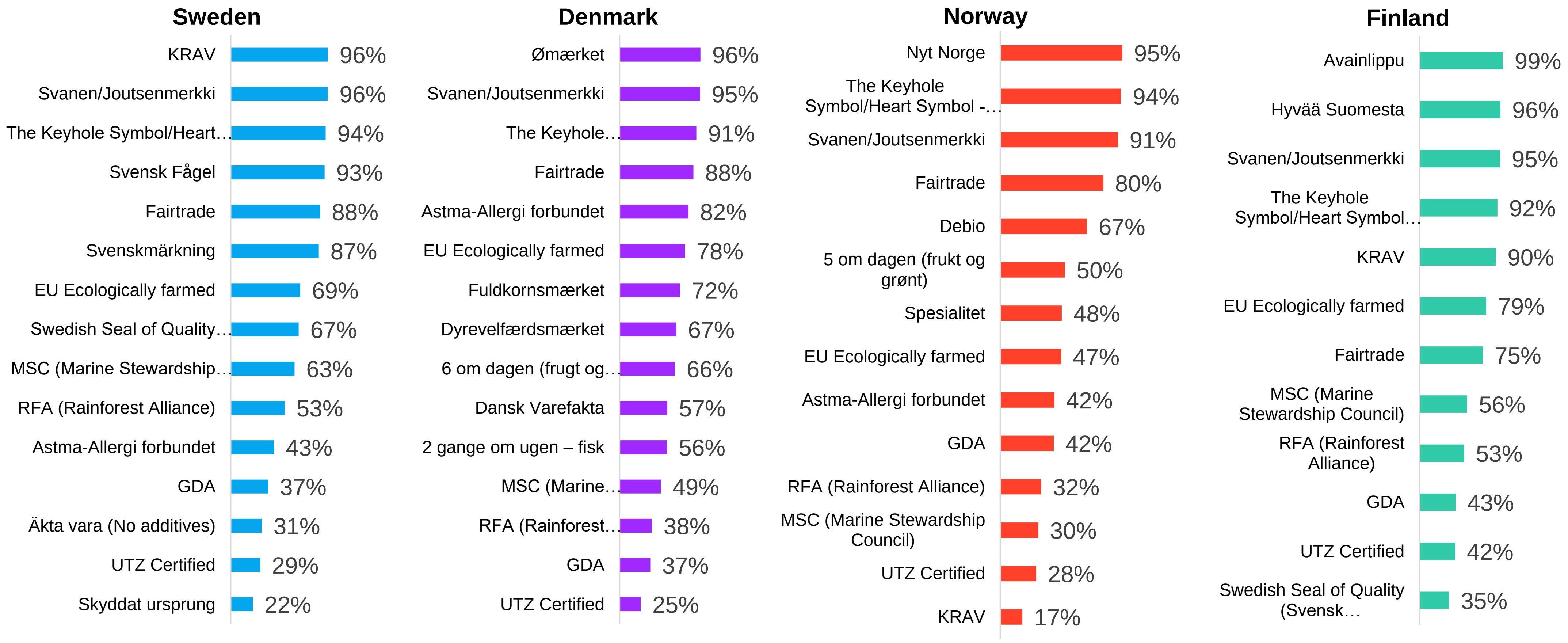
FI

1. Palm oil 32%
2. Genetically modified ingredients 21%
3. Antibiotics 19%
4. Sugar 19%
5. Trans fats 18%

PDL: Are there any of the following ingredients that you avoid?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Awareness of symbols

Svanen/Joutsenmerkki and the Keyhole Symbol/Heart Symbol – a better choice both have more than 90% familiarity in each of the countries. Some local brands have higher awareness in their respective markets, such as Avainlippu which is known by 99% of Finns.



Q5 How familiar are you with the following symbols?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

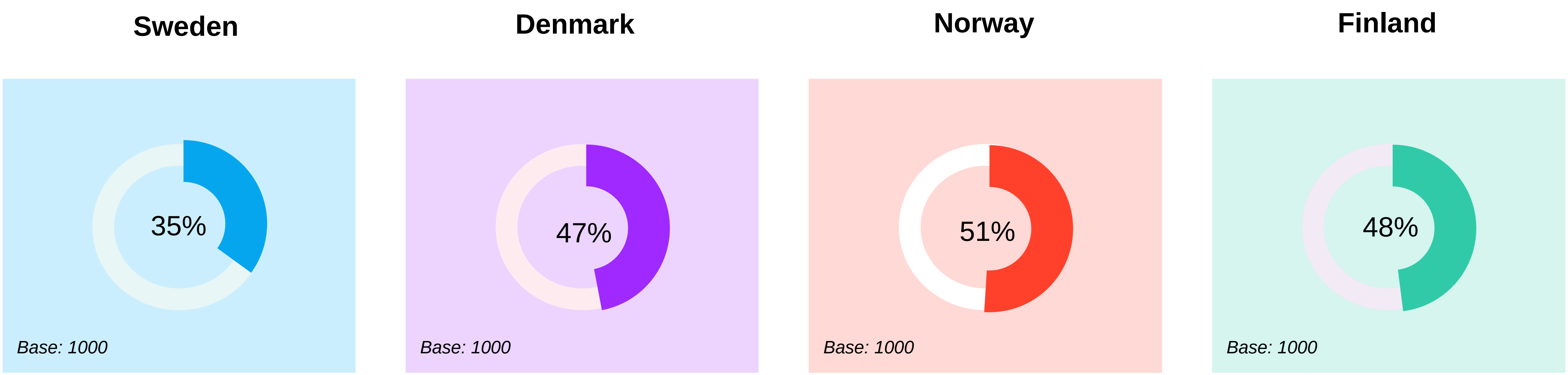
Part 5: Food on the go

YouGov

Skipping meals or substituting them with snacks or food on the go

Just above a third of Swedes, but around half of Danes, Norwegians and Finns skip at least one meal during a typical week or replace it with a snack or food on the go.

"Have skipped at least one 'real' meal, or just had a snack or food on the go instead, during a typical week."



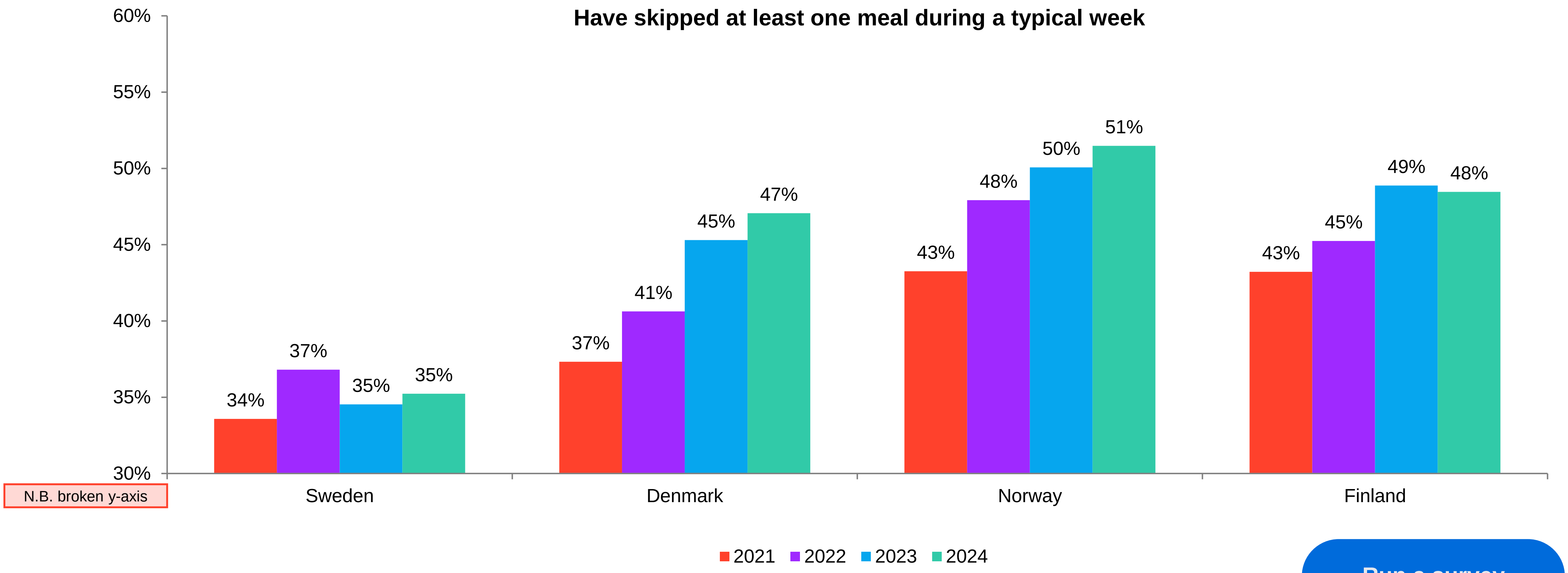
- 17% do this on 3 or more days per week. This share is highest in Denmark (22%), lowest in Sweden (10%).
- The likelihood of skipping meals decreases with age – just 24% of those aged 18-24 say they don't skip any meals, while the corresponding share for 50-64 is 53%.

Contact us

Q5_2021 Thinking about a typical week, how many days have you skipped a 'real' meal or just had a snack or food on the go instead of the meal?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Development in skipping meals or substituting them with snacks/food on the go

In Denmark and Norway, the trend of skipping at least one meal in a typical week continues to grow stronger. Finns have stabilised at just under half of all, while the share for Sweden has remained at just over 1 in 3 since 2021.



Run a survey

Q5_2021 Thinking about a typical week, how many days have you skipped a ‘real’ meal or just had a snack or food on the go instead of the meal?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Preferred type of snack/food on the go – top 3 per country

In all four Nordic countries, the favourite snack type or food on the go is fruit. Swedish males are an exception, preferring pizza. Swedes overall have less healthy snacks in second and third place compared to the other countries.

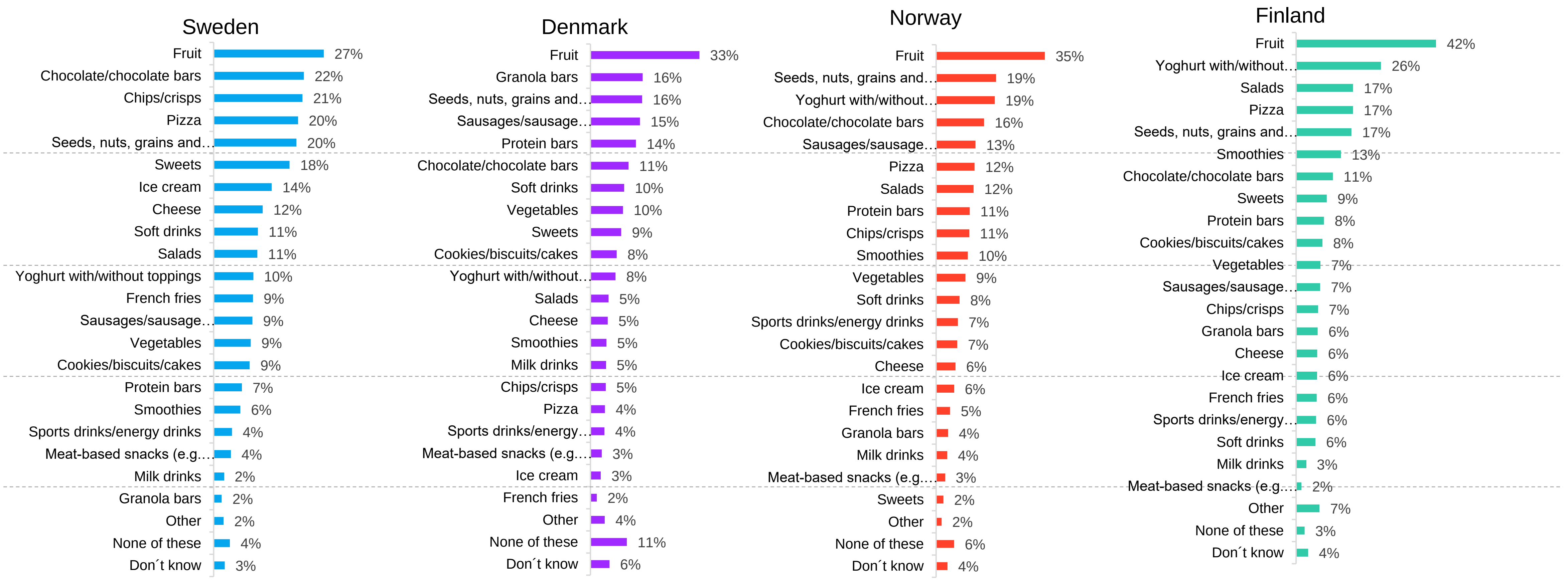
   

	SE	DK	NO	FI
Top 3 snacks preferred	Fruit 27% Chocolate/ bars 22% Chips/crisps 21%	Fruit 33% Granola bars 16% Seeds, nuts, grains and legumes 16%	Fruit 35% Seeds, nuts, grains and legumes 19% Yoghurt with / without toppings 16%	Fruit 42% Yoghurt with/without toppings 26% Salads 17%
Top snacks preferred on gender	♀ Fruit ♂ Pizza	♀ Fruit ♂ Fruit	♀ Fruit ♂ Fruit	♀ Fruit ♂ Fruit

Q6_2021 What kind of snacks or food on the go do you prefer, if any?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Preferred snacks or food on the go

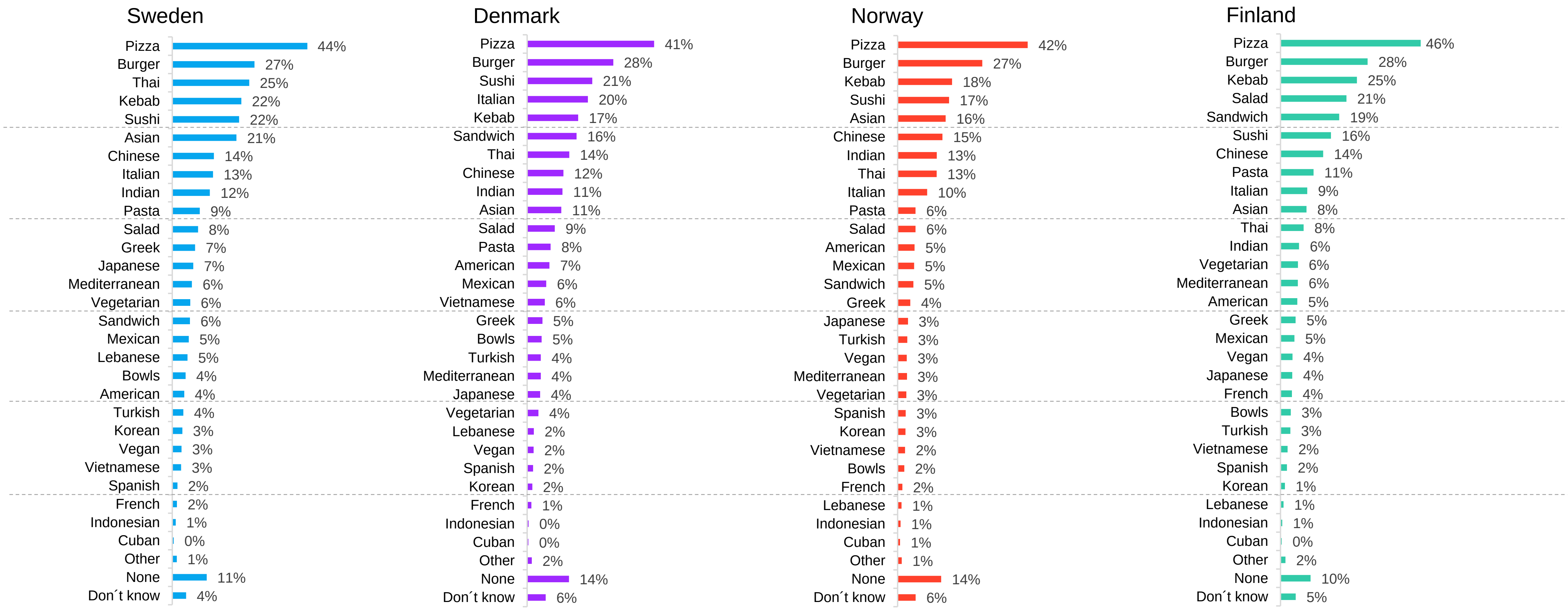
Fruit stands out as the most preferred option on the go across the Nordic countries and is especially far ahead of the second favourite in Denmark (33%), where granola bars are chosen by less than half as many (16%). Seeds, nuts, grains and legumes make it to the top 5 in all countries. Chocolate is in second place in Sweden (22%), twice as popular there as it is in Denmark and Finland (11%).



Q6_2021 What kind of snacks or food on the go do you prefer, if any? You can select up to 3 answers
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Favourite cuisine for take-away food

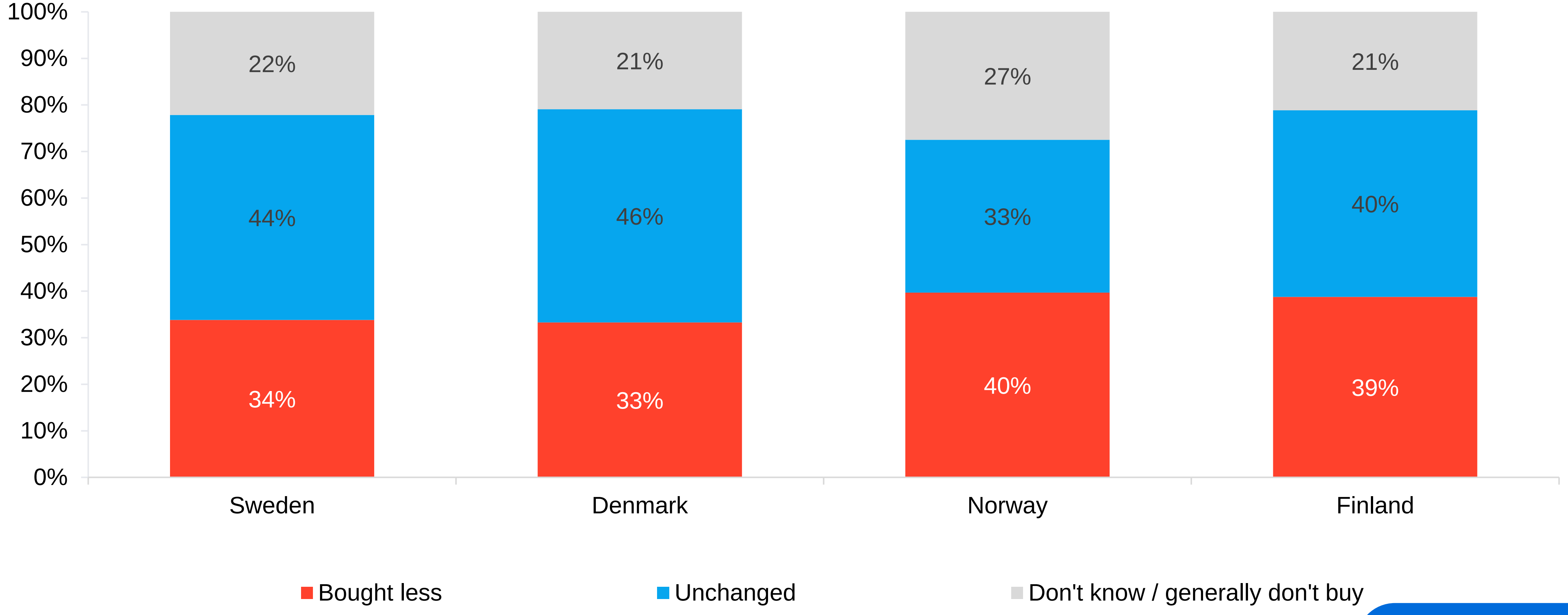
Pizza stands out as the clear favourite take-away food across the Nordics. Burgers and kebabs also made it to the top five choices in all countries. Finland is the only country where salad is a popular take-away dish.



Q2_2024 What cuisine/type of food is your favourite for take-away food? Please, select up to the 5 cuisines/types of food you buy the most
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Change in buying takeaway due to rising prices

Across the Nordics, 36% have decreased their purchase of takeaway food in the past year. Norway and Finland have particularly large shares buying less takeaway.



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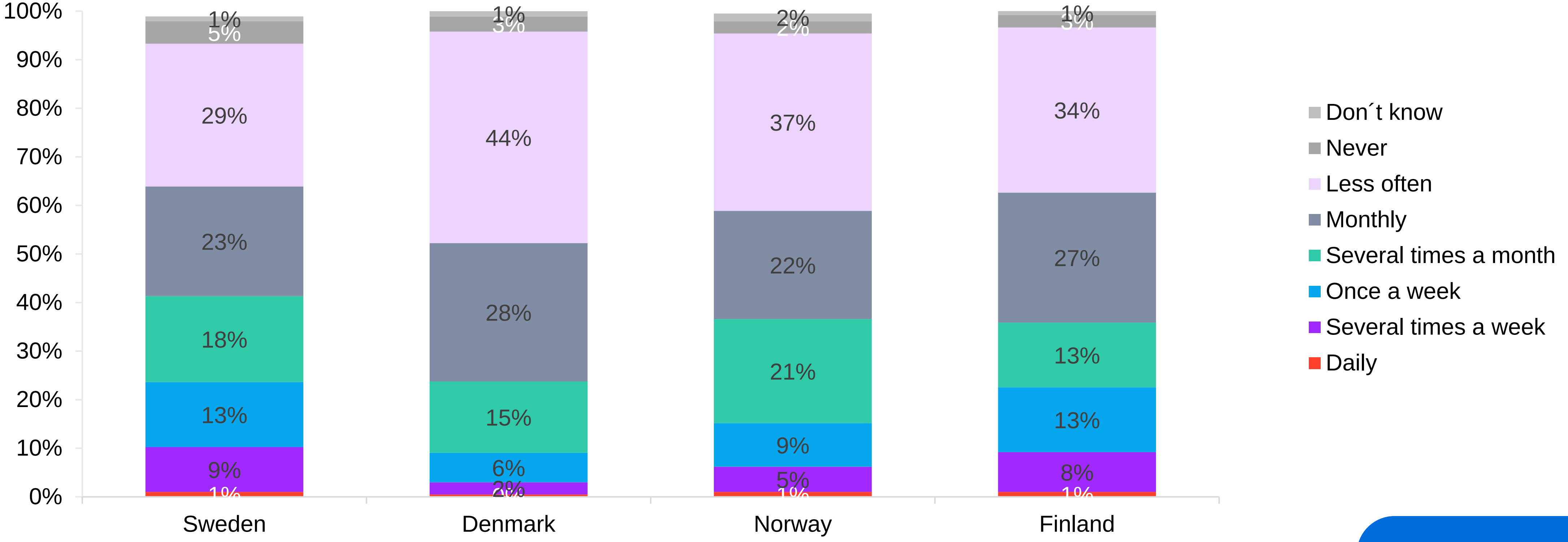
Q2_2023 Have you bought less of the following types of goods in the past year solely because of the rising prices of goods? – Takeaway
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Eating in restaurants, cafés, pubs etc. – frequency

Swedes and Finns go out to eat the most frequently, with 24% of Swedes and 23% of Finns eating out at least weekly. Danes are quite far behind all the other Nordic countries, with 48% doing so less often than monthly.

	Sweden	Denmark	Norway	Finland
At least monthly	64%	52%	59%	63%
At least weekly	24%	9%	15%	23%



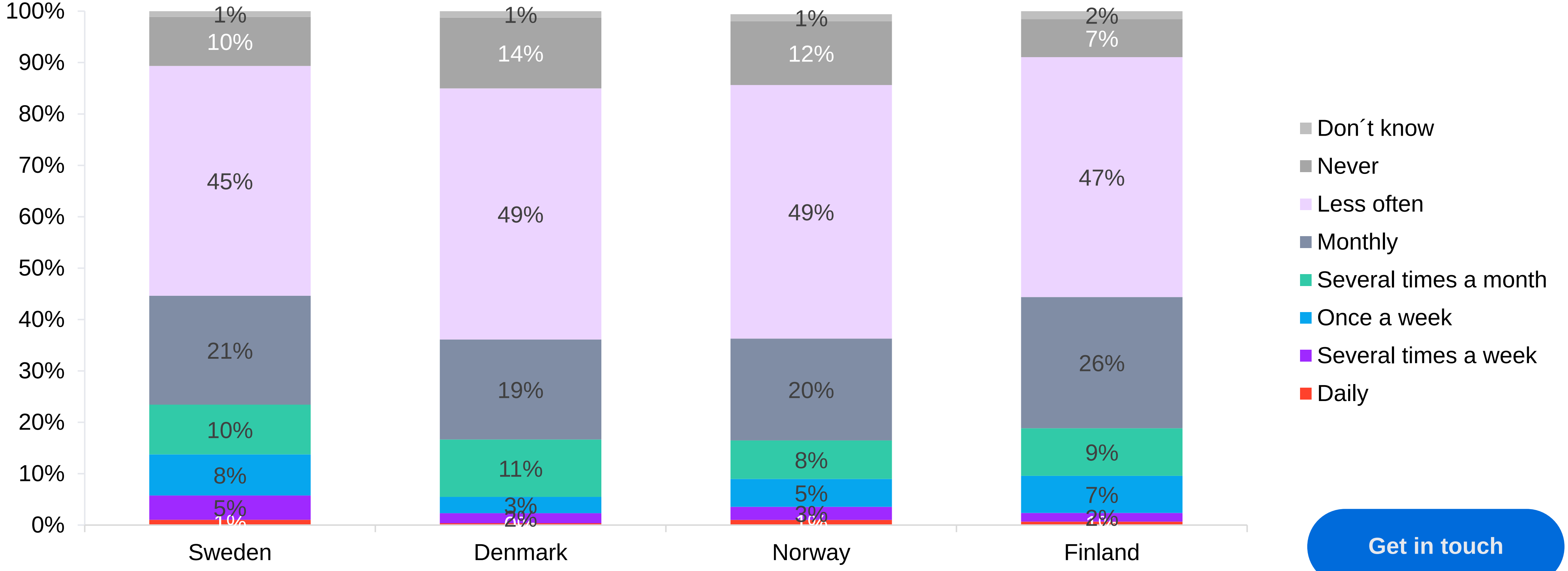
Run a survey

PDL How often, if at all, do you...? - Eat in a restaurant, café, pub or other eating establishment
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Eating in fast food restaurants – frequency

People go out to eat at fast food restaurants the most often in Sweden and Finland. In Sweden, 45% do so at least monthly with 14% going at least once a week. Danes are the least frequent eaters at fast food restaurants, with just 5% going at least weekly.

	Sweden	Denmark	Norway	Finland
At least monthly	**45%**	**36%**	**36%**	**44%**
At least weekly	**14%**	**5%**	**9%**	**10%**

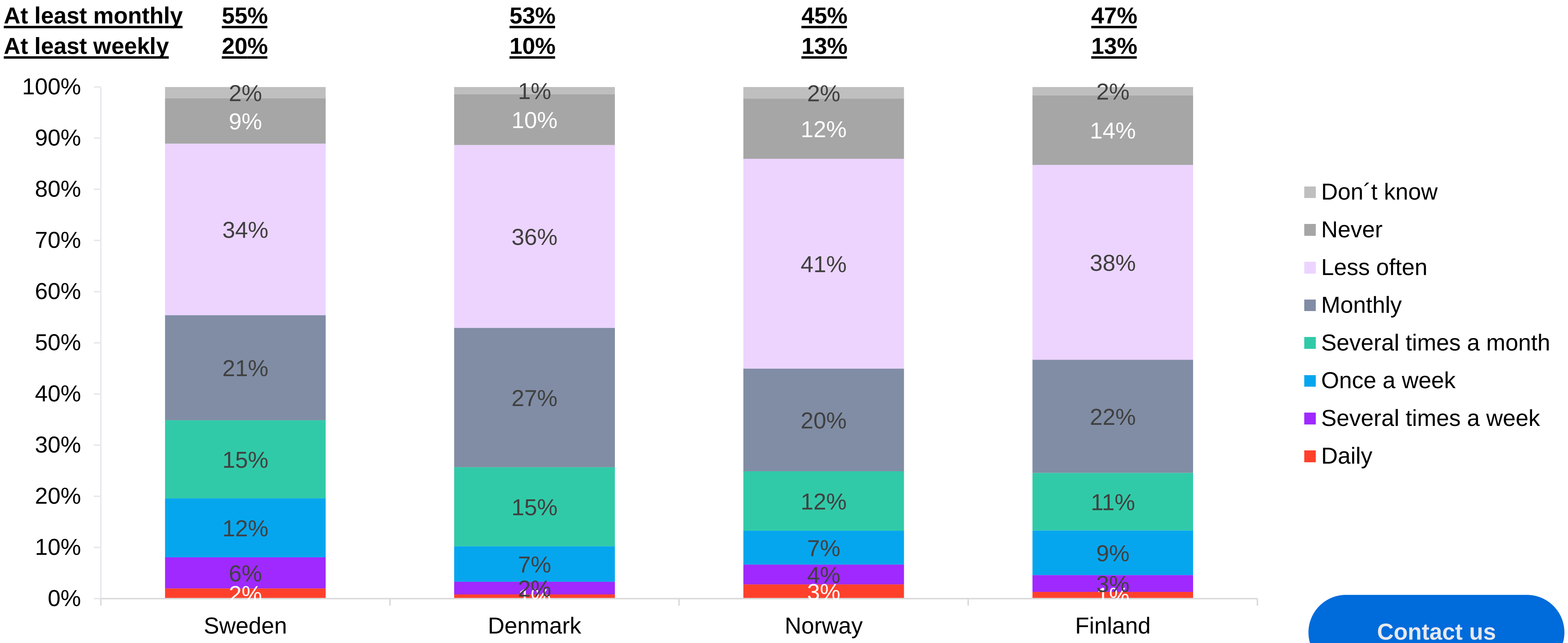


Get in touch

PDL How often, if at all, do you...? - Eat at a fast food restaurant
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Buying takeaway, eating elsewhere – frequency

More than half of Swedes and Finns buy takeaway food at least monthly. One in five Swedes do this weekly, putting Sweden firmly ahead of the other countries in terms of frequency.



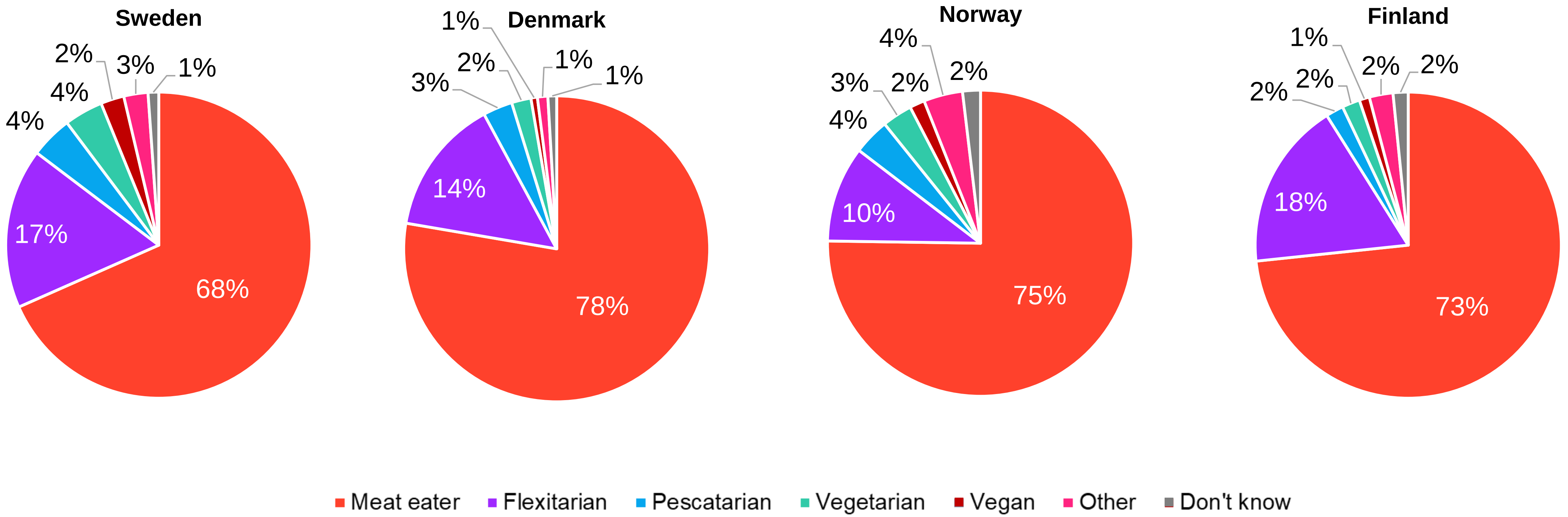
Contact us

PDL How often, if at all, do you...? - Buy food from a takeaway food outlet, but not eat at the outlet itself. For example, you consume the food at home or elsewhere
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Part 6: Meat and vegetables

Eating habits - 2024

Across the Nordics, 74% are meat eaters, 15% are flexitarians and 8% are either vegetarians, pescatarians or vegans. Denmark has the highest share of meat eaters (78%), ten percentage points ahead of Sweden (68%). The share of flexitarians is highest in Finland (18%) and Sweden (17%).



Run a survey

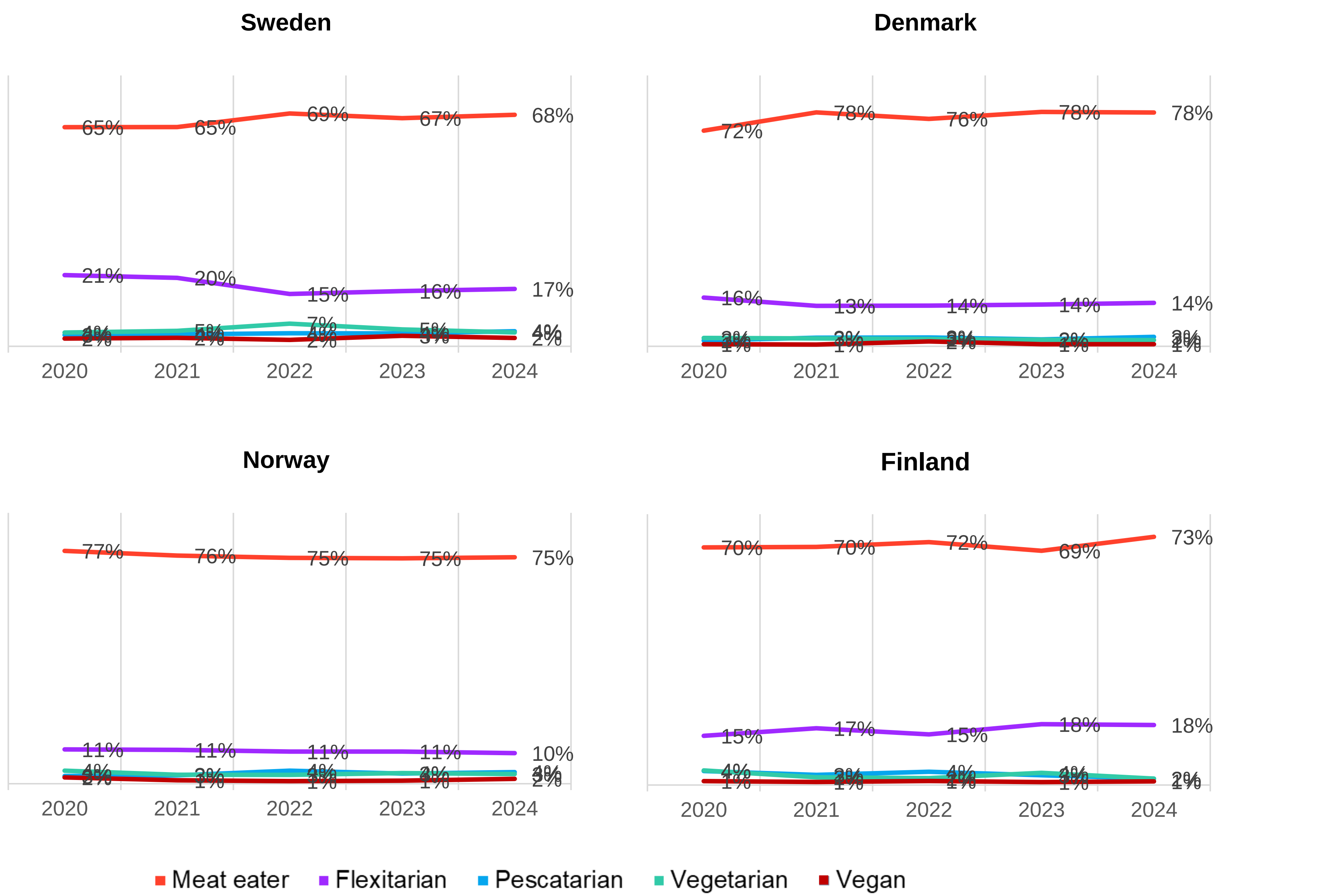
PDL: Which, if any, of these best describes your usual eating habits?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

In this report flexitarians are defined as having a "mixed diet, mainly vegetarian and eat meat occasionally"

Eating habits – development over time

The shares of people following the different eating habits have been largely stable over time.

In Finland, the share of meat eaters has increased again following a dip in 2023. The share of vegetarians, which increased there in 2023 has returned to its previous level.

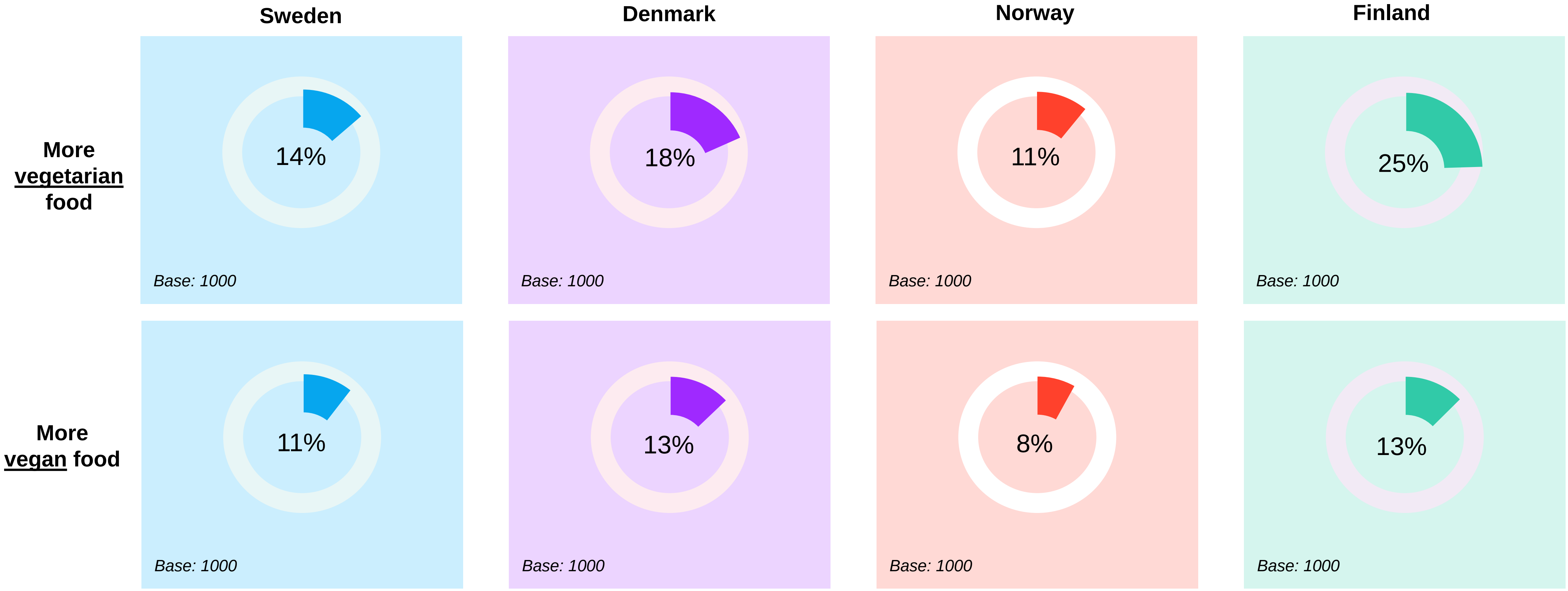


PDL: Which, if any, of these best describes your usual eating habits?

Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Changes in consumption – More vegetarian or vegan food

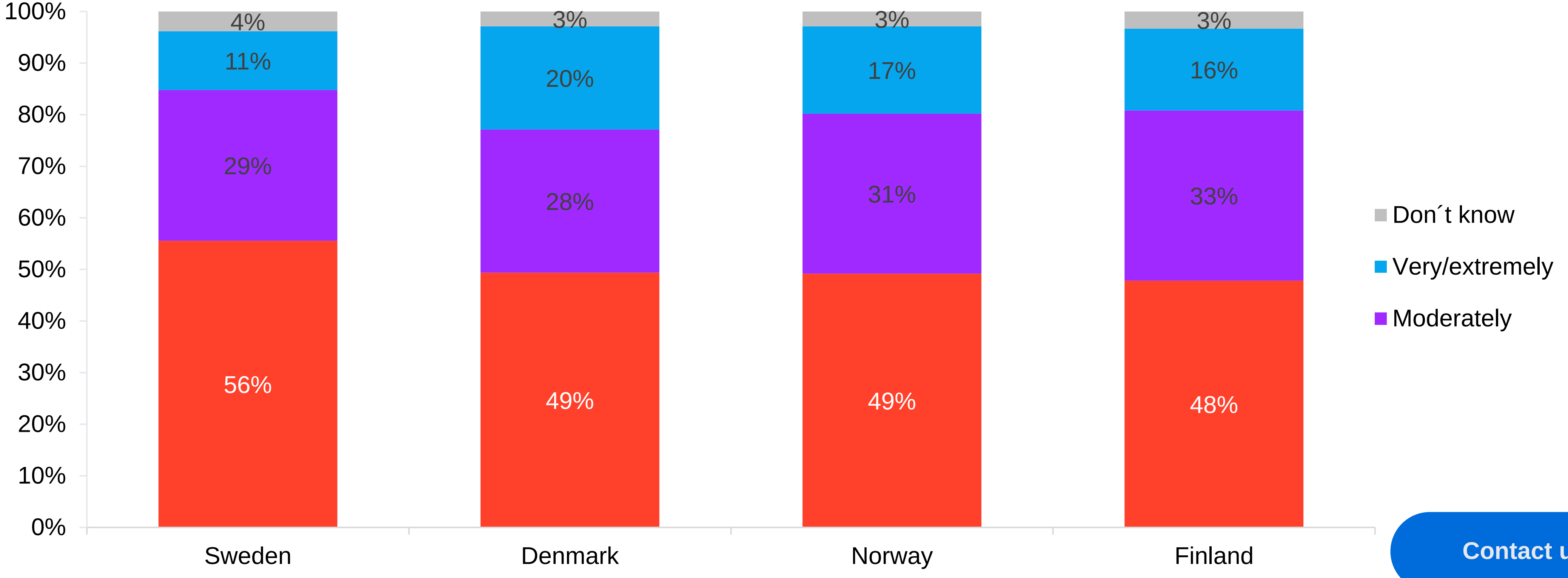
At a quarter of the population, Finland has the largest share of people who say that they have increased their consumption of vegetarian food in the past year. Norway has the smallest share with just 11%. Norwegians are also the least likely to have increased vegan food (8%), where Denmark is at the top together with Finland at 13% each.



Q2b Has your consumption of the following types of food and drink changed in the past year? If so, in what way?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Worries about getting enough vitamins and minerals - among people who have changed to include more vegetarian or vegan food

Overall, 16% of those who have increased their vegan or vegetarian food intake worry to a very/extreme extent if they get enough vitamins, minerals, protein, iron, etc. Swedes are less worried about this than the other nationalities. Overall, the majority are not or just slightly or moderately worried.



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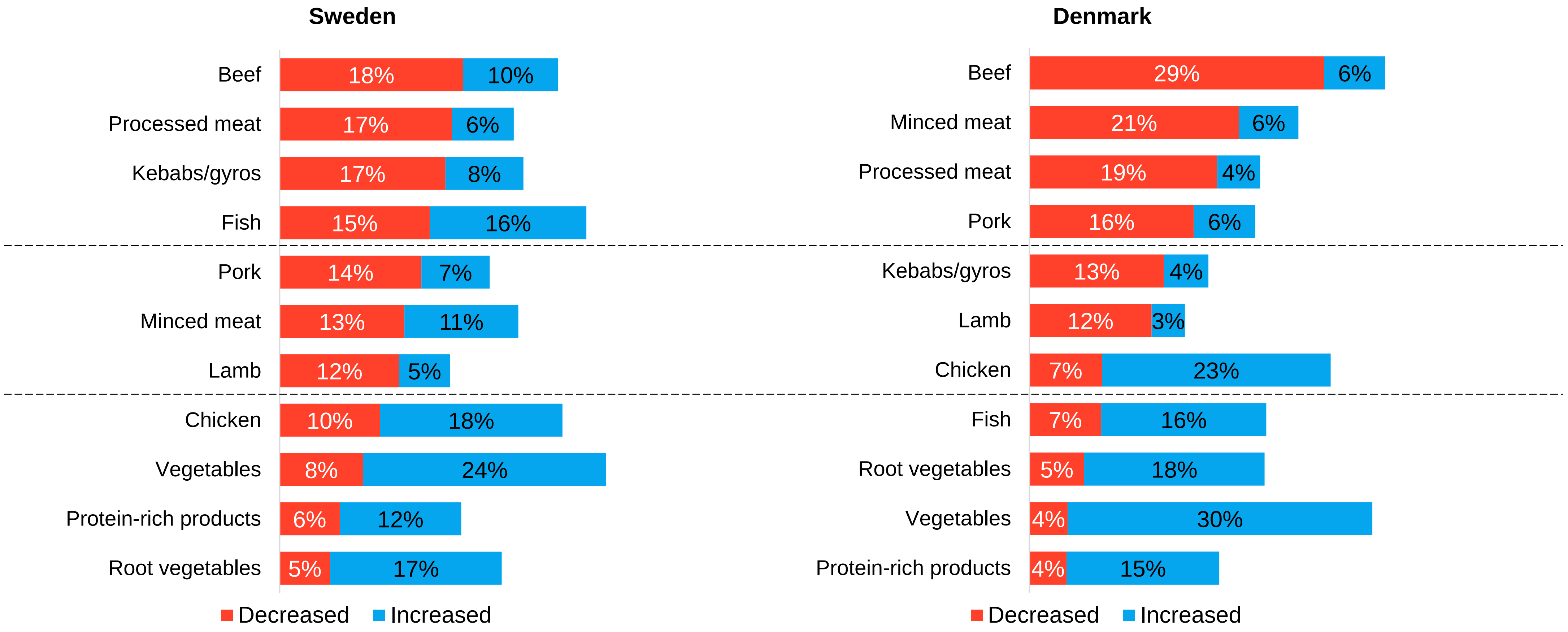
Q2_2021 When changing your eating habits to include more vegetarian or vegan food/meals, to what extent do you worry about getting enough vitamins, minerals, protein, iron, etc.?
Base 2024: People who have changed to include more vegetarian or vegan food: All (799): SE: 167, DK: 220, NO: 135 FI: 277

Change in consumption – meat and vegetables

Across the Nordics, beef, processed meat, pork and minced meat are among the foods which the largest shares of people have decreased. Vegetables, root vegetables, chicken and eggs have instead been largely increased.

Change in sales volume (compared to Feb '23):
Fish: +4% in both Sweden and Denmark
Meat: SWE -6% and DK +17,2%
Chicken: SWE +19% and DK +21%.

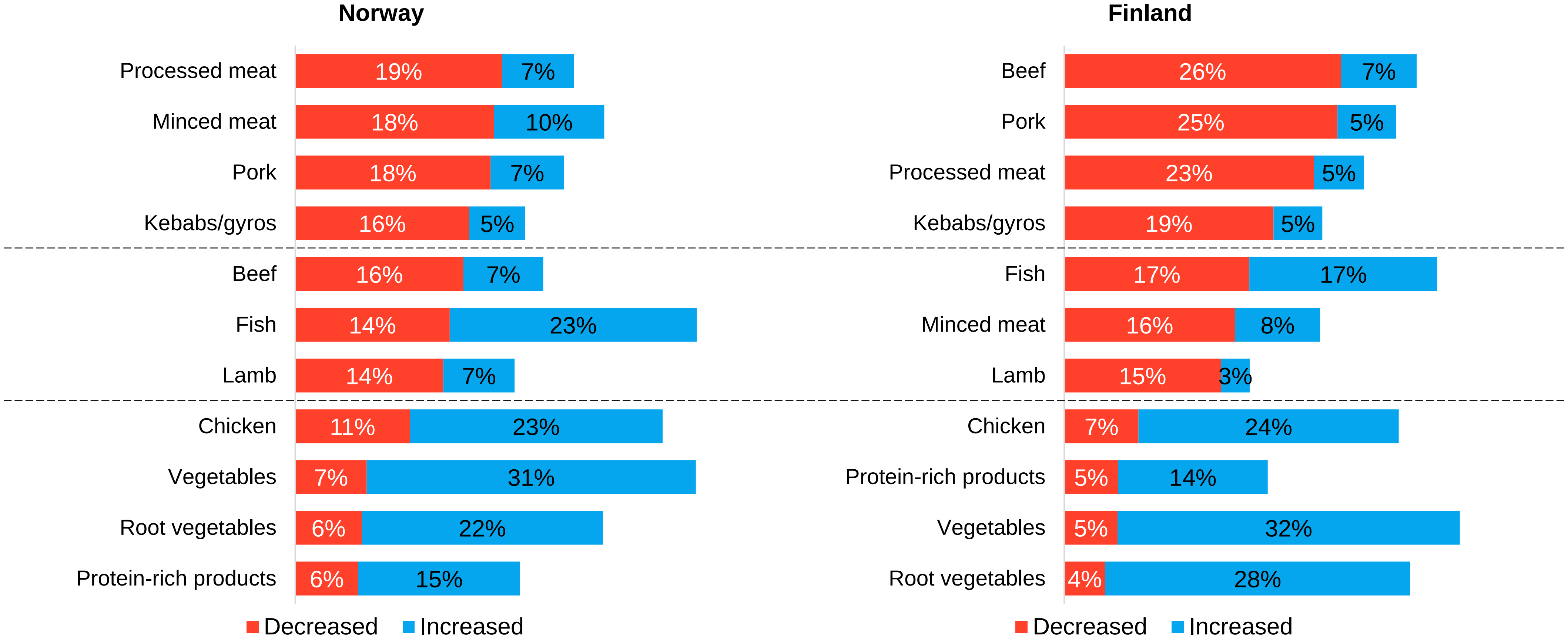


Q2b Has your consumption of the following types of food and drink changed in the past year? If so, in what way?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

* GfK CPS

Change in consumption – meat and vegetables

Across the Nordics, beef, processed meat, pork and minced meat are among the foods which the largest shares of people have decreased. Vegetables, root vegetables, chicken and eggs have instead been largely increased.



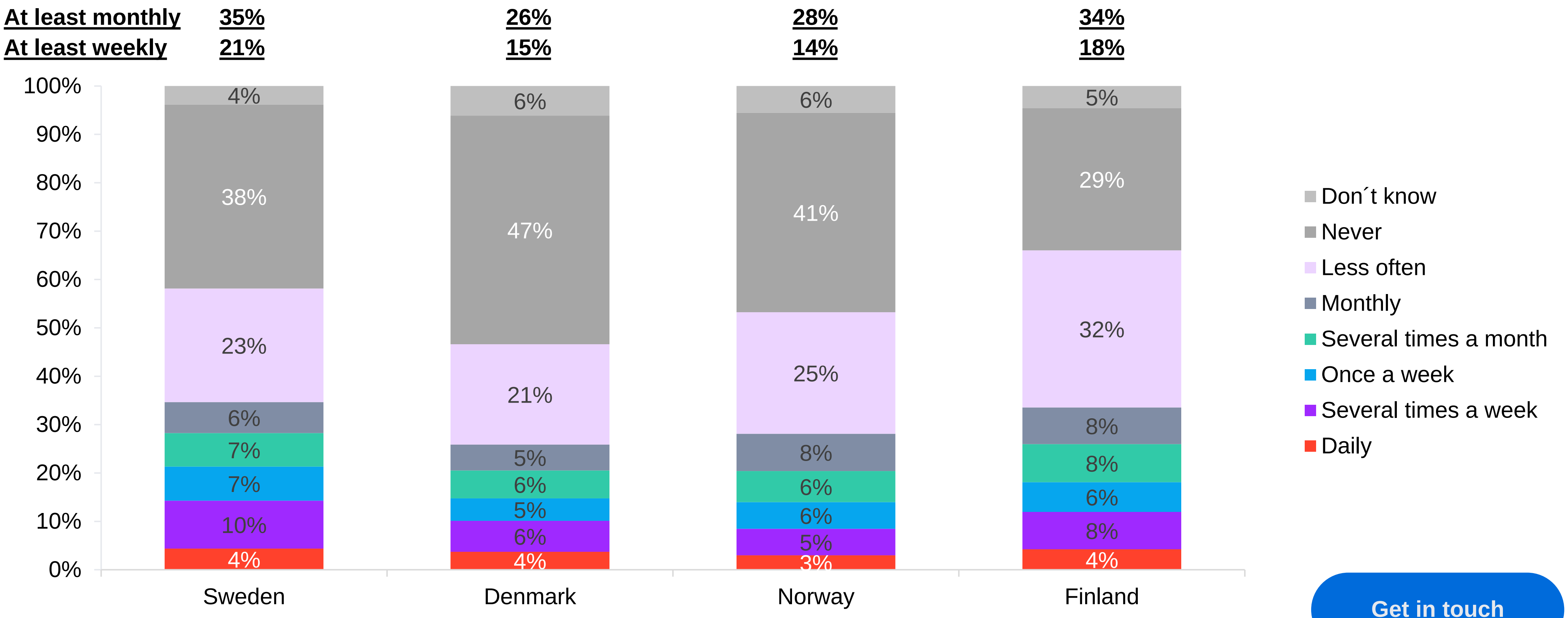
Q2b Has your consumption of the following types of food and drink changed in the past year? If so, in what way?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

* GfK CPS

Part 7: Plant-based alternatives to meat and dairy

Plant-based substitution products – frequency

Danes are the most likely to never use plant-based substitution products. Swedes are at the top, with 21% doing so at least weekly and 35% at least monthly, and Finns are in a close second place.

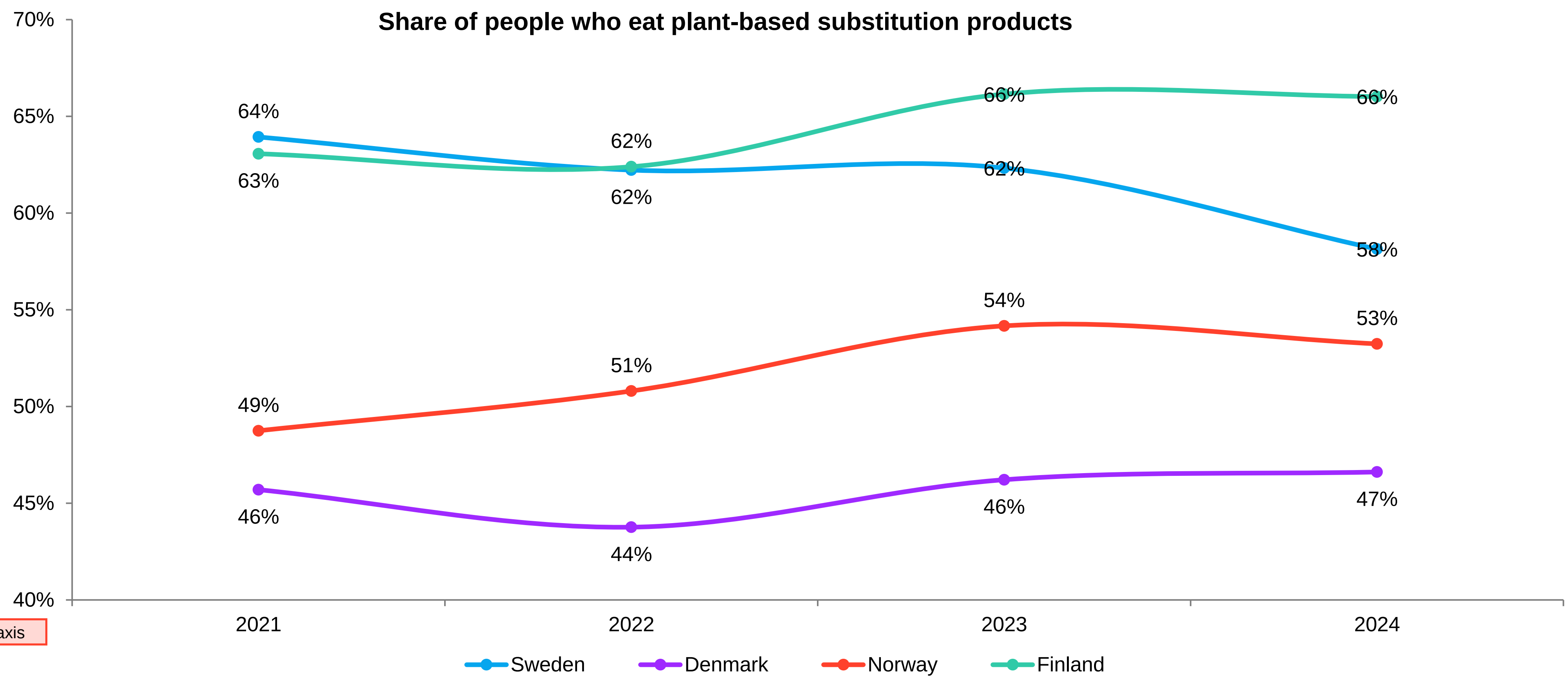


Get in touch

How often, if at all, do you personally eat the following? – Plant-based substitution products
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Plant-based substitution products

Finland has the highest share of people who eat plant-based substitution products, around two in three. Sweden is in second place, further behind Finland after having decreased somewhat in the past year. In Denmark, the share continues to be less than half.

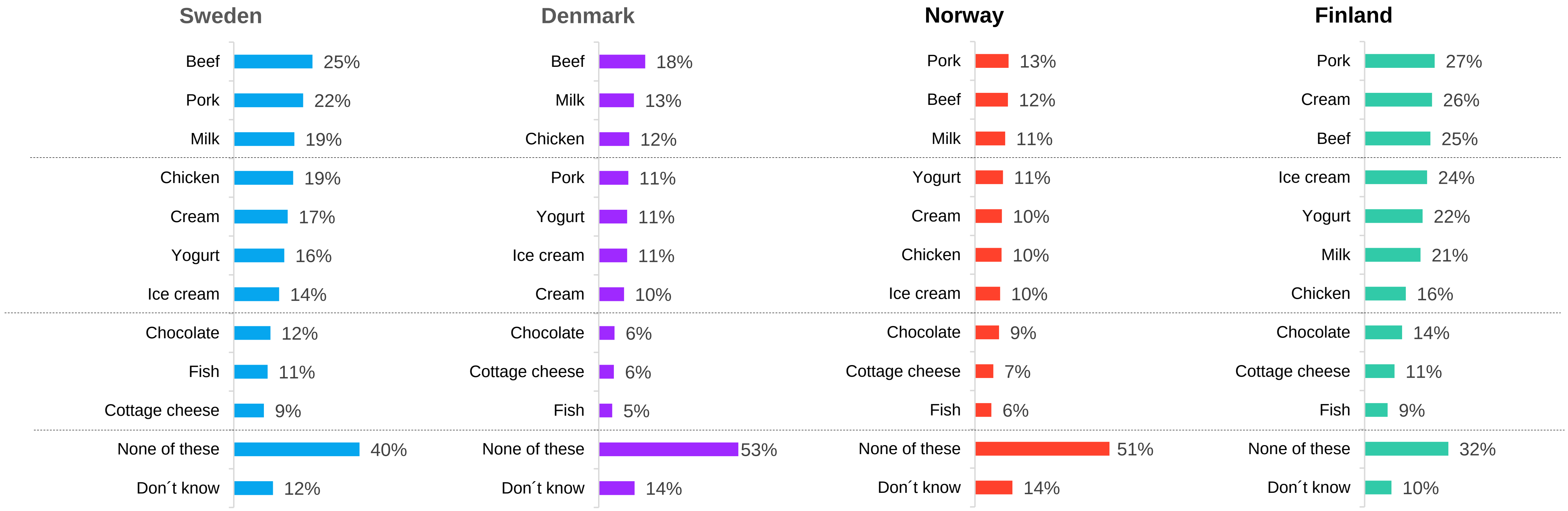


N.B. broken y-axis

How often, if at all, do you personally eat the following? – Plant-based substitution products
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Willingness to substitute meat and dairy with plant-based alternatives

An average of 44% across the Nordics would not consider replacing any of the listed foods in the survey with plant-based versions. Finns generally have the highest willingness to try such alternatives. Overall, the options with the highest potential for substitution are beef and pork, followed by milk and cream.



Q1_2024 Which of the following categories would you consider replacing with a plant-based version when buying groceries? Please, select all that apply
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Total plantbased sales volume is almost on par in Sweden with 1% increase MAT February 2024, compared to the previous period. The total penetration of consumers of plantbased has increased from 59% to 71% during this time.*

YouGov

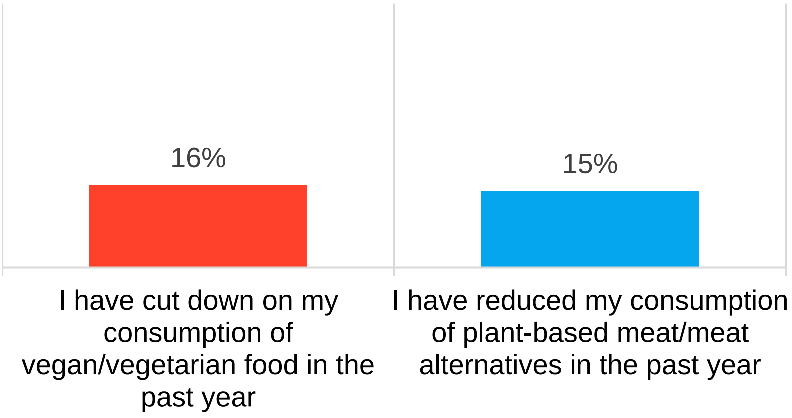
Reduced consumption in the past year

Cutting down consumption of vegan/vegetarian food and reducing consumption of plant-based meat alternatives in the past year are both roughly equally common across the Nordics – around one in seven has done it.

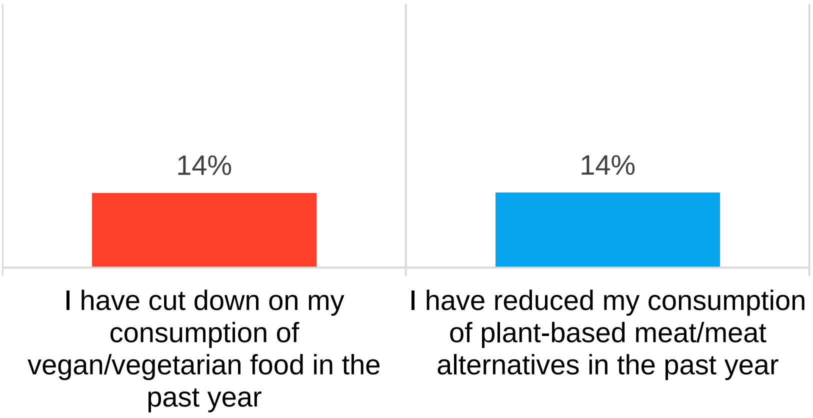
TopBox
(agree/totally agree)

Q3_2023 To what extent do you agree or disagree with the following statements?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

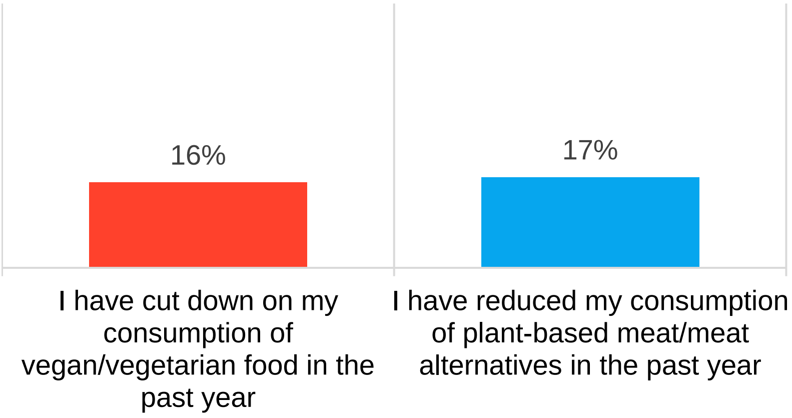
Sweden



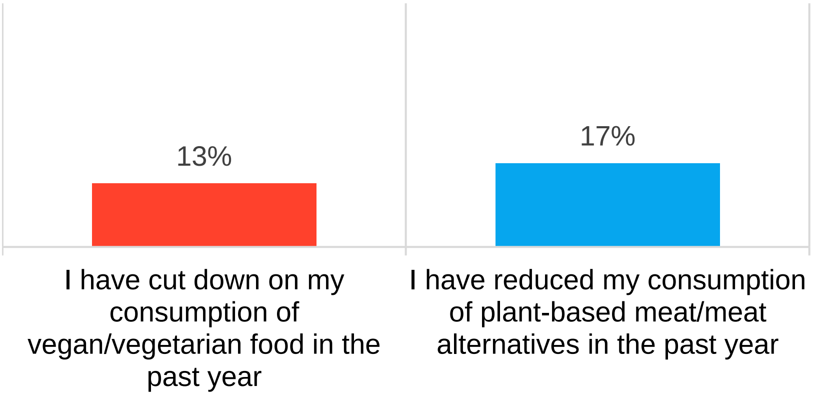
Denmark



Norway



Finland

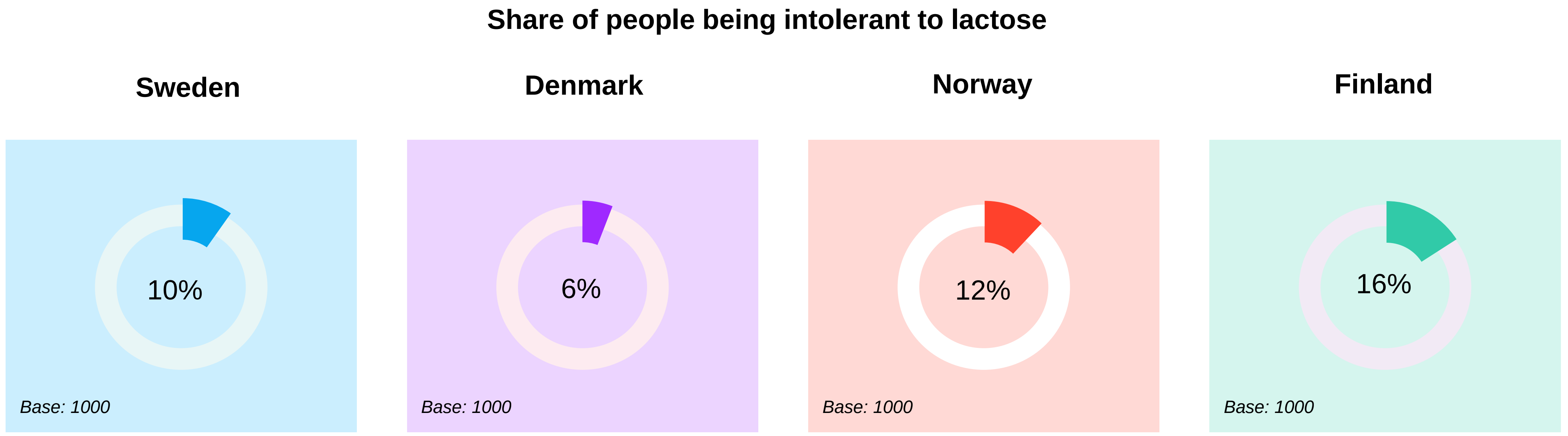


* GfK CPS

Part 8: Diets, health functional food and supplements

Lactose intolerance

There are great differences between the countries in terms of lactose intolerance. Finland is at the top with 16%, while the share in Denmark is just 6%.



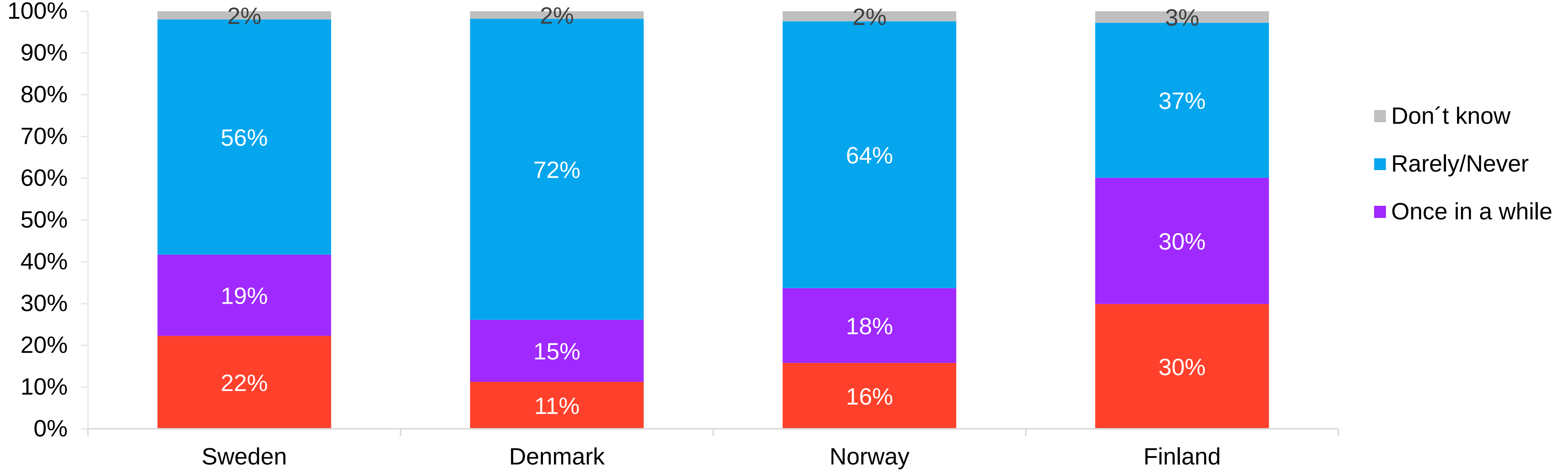
- There are significantly more women who claim to be lactose intolerant than men, 13% vs. 9% across the Nordics. Finnish women have the highest share (19%) and Danish men the lowest (3%).
- The share is larger among the younger age groups (except in Finland, where the share of people being lactose intolerant is more evenly spread over age groups).

Contact us

Q11a_2022 Are you lactose intolerant (do not tolerate milk sugar)?
Base 2024: All (3895): SE: 980, DK: 970, NO: 967, FI: 978

Purchase of lactose free dairy products

Three in ten Finns always or almost always buy lactose free dairy products, placing Finland as a clear number one in this regard. Denmark is last – just one in ten Danes does the same, and seven in ten Danes never buy them.



84% of households on Sweden have bought lactose free products in the last year. The sales volume for lactose free products (cottage cheese, ice cream, cream products, milk and yougurt) have increased with 3% from same period last year in Sweden.*

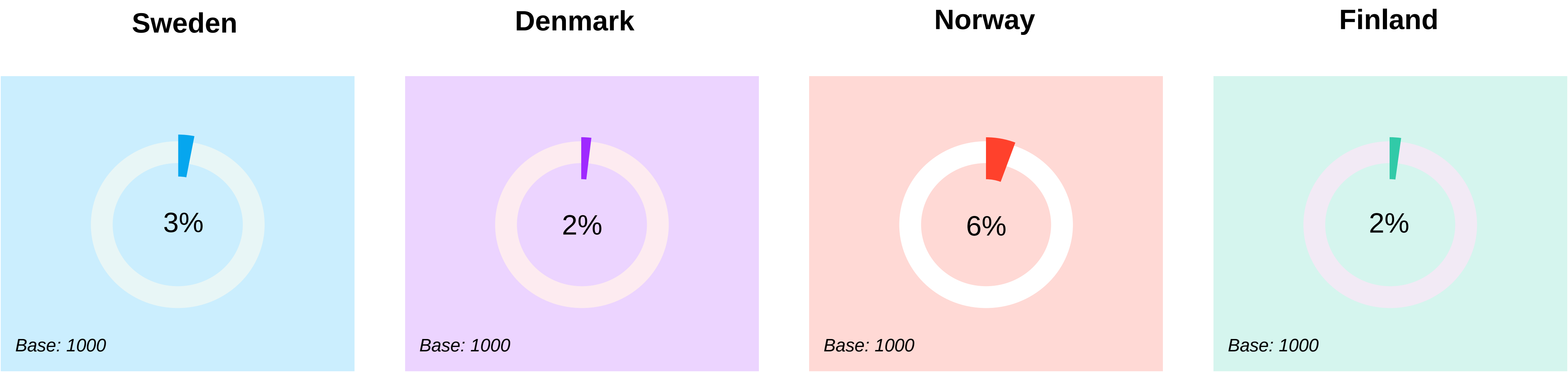
Q11b_2022 How often do you buy lactose-free dairy products (milk, yogurt, cheese, etc.)?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

* GfK CPS

Gluten intolerance

Norway has the largest share of people who are gluten intolerant, but it is still just 6%. Denmark and Finland have the lowest shares at 2%.

Share of people being intolerant to gluten



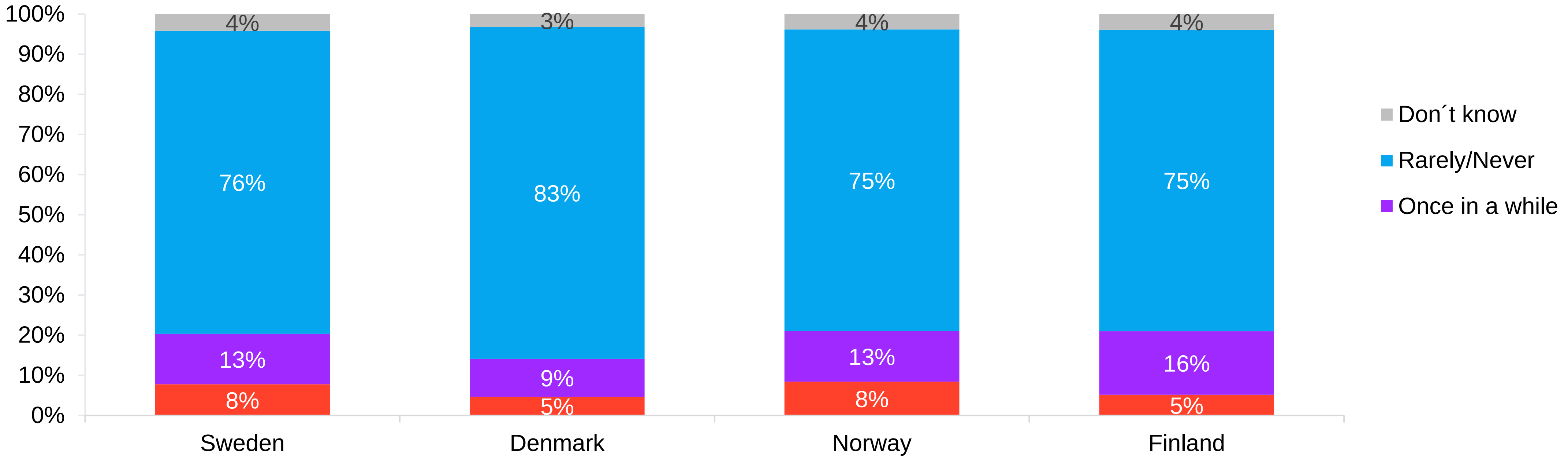
- The share of people being gluten intolerant is higher in the younger age groups.
- On average, women are more likely than men to be gluten intolerant. This difference is not significant in Norway.

Run a survey

Q11a_2023 Are you gluten intolerant (do not tolerate gluten)?
Base 2024: All (3903): SE: 984, DK: 973, NO: 966, FI: 980

Purchase of gluten free products

8% of Swedes and Norwegians always or almost buy gluten free products, with an additional 13% doing so once in a while. Denmark has the smallest share who buy gluten free, with 83% never buying them.

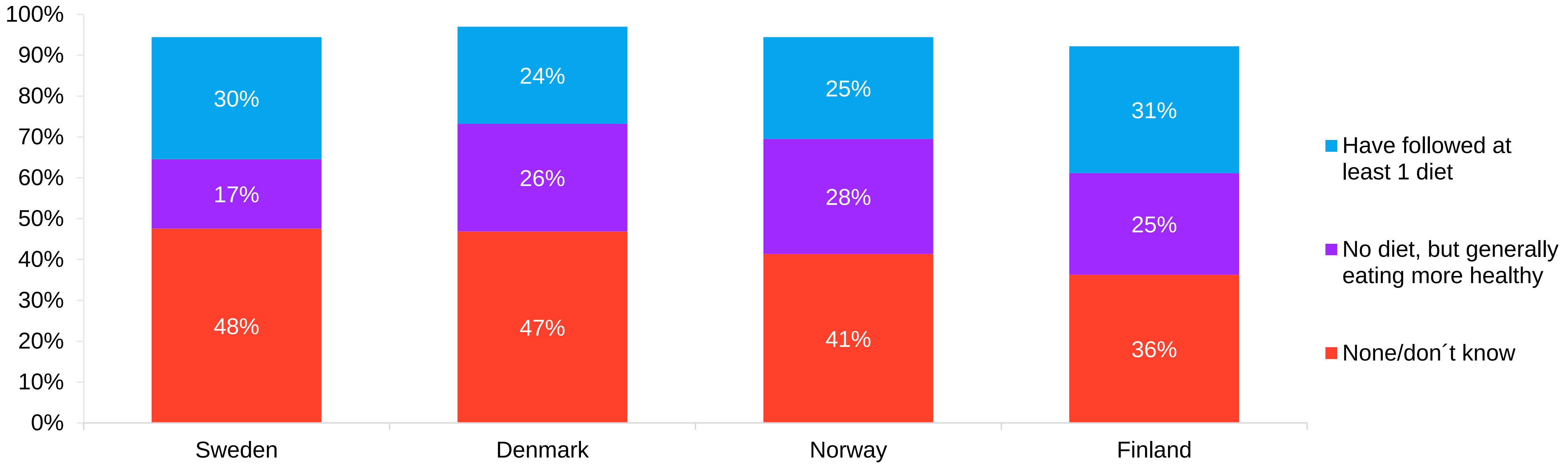


Get in touch

Q11b_2023 How often do you buy gluten-free products?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Diets and healthy eating

33% in the Nordics have followed at least one diet the past year – most in Finland and least in Denmark. Almost half of all people have not followed a diet or have eaten healthier the last year. Slightly more women have followed at least one diet compared to the men, and the share is significantly higher in the age group 18-39 years.

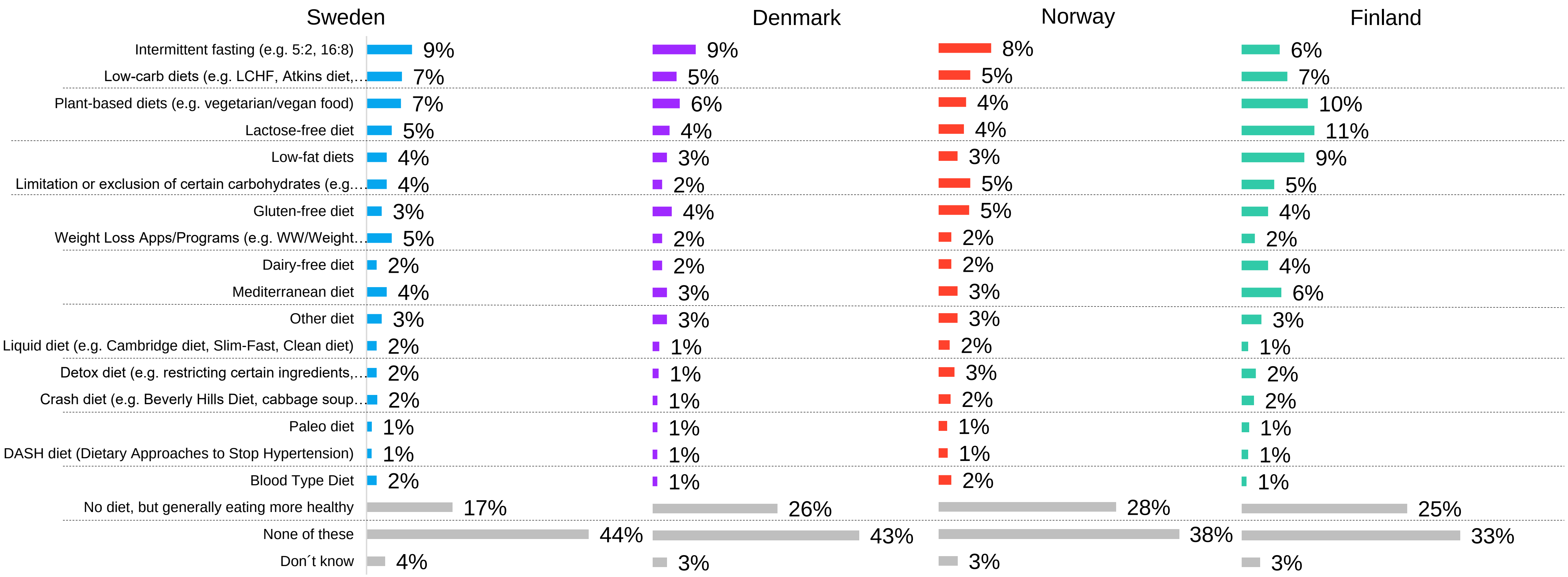


Contact us

Q3 Which, if any, of these diets have you followed for a shorter or longer term the last year? Please select all that apply
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Diets followed

Intermittent fasting is now the largest diet in the Nordics and has surpassed low-carb diets, except in Finland. A third (30%) of all people in Sweden have followed one or more diets in the last year, while in Finland only 1 in 4 (24%) has. On top of this a fourth of the people in the Nordic countries state that they eat healthier, but not necessarily following a specific diet.

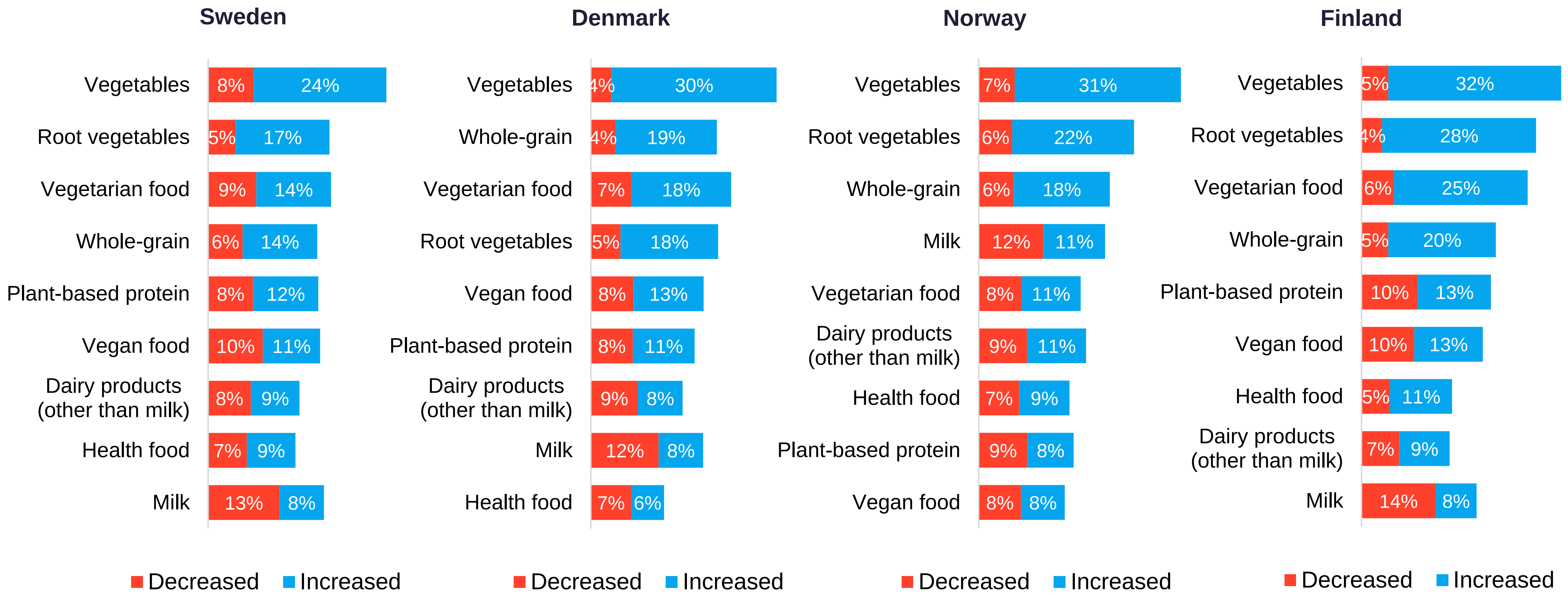


Q3_2021 Which, if any, of these diets have you followed for a shorter or longer term the last year? Please select all that apply

Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Change in consumption – healthy food

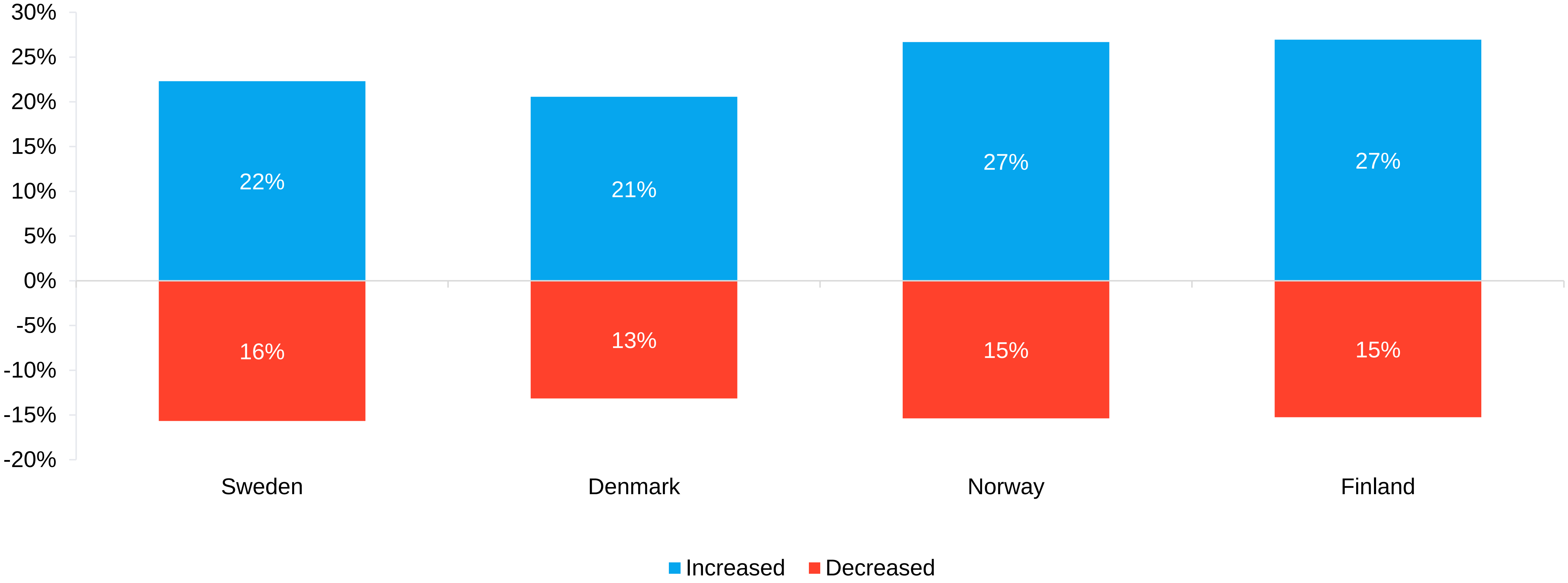
Vegetables and root vegetables are the top types of healthy foods of which consumption have increased. While the consumption of vegetables has increased relatively evenly, the increase of root vegetables is largely driven by Finland.



Q2b Has your consumption of the following types of food and drink changed in the past year? If so, in what way?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Physical exercise

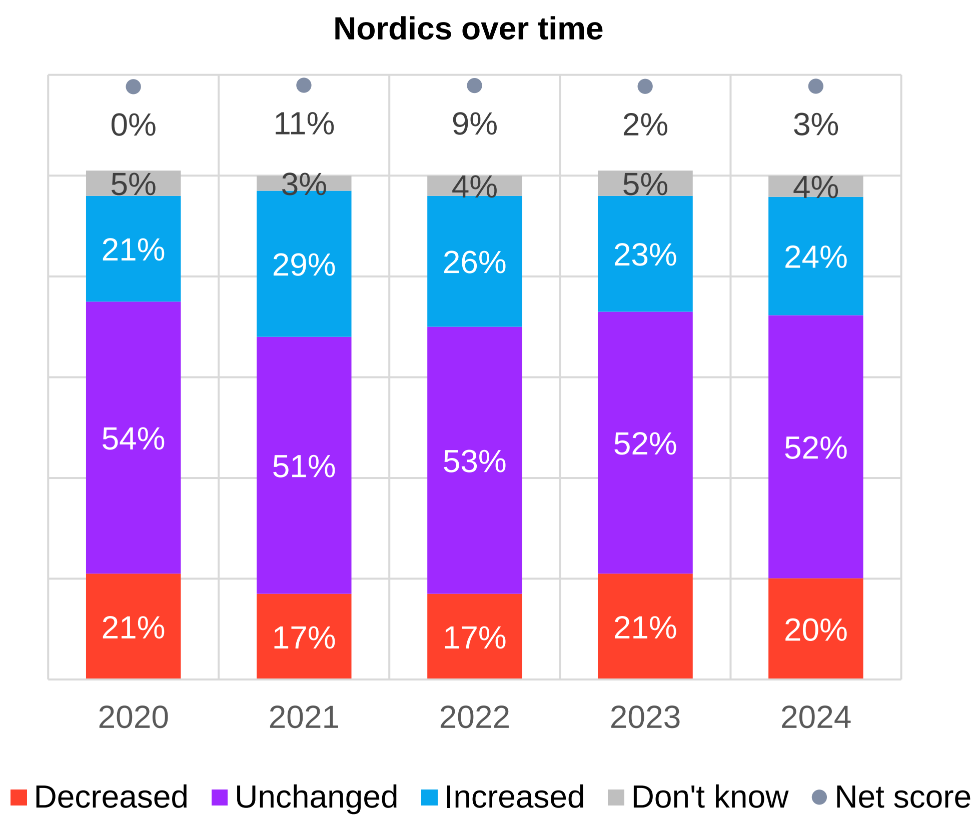
24% of people across the Nordics say they have increased their level of physical exercising the past year, while 15% have decreased it. These results have now been steady since 2022 onwards. Denmark has the smallest share who have increased their physical exercise, but also the smallest share who have decreased it.

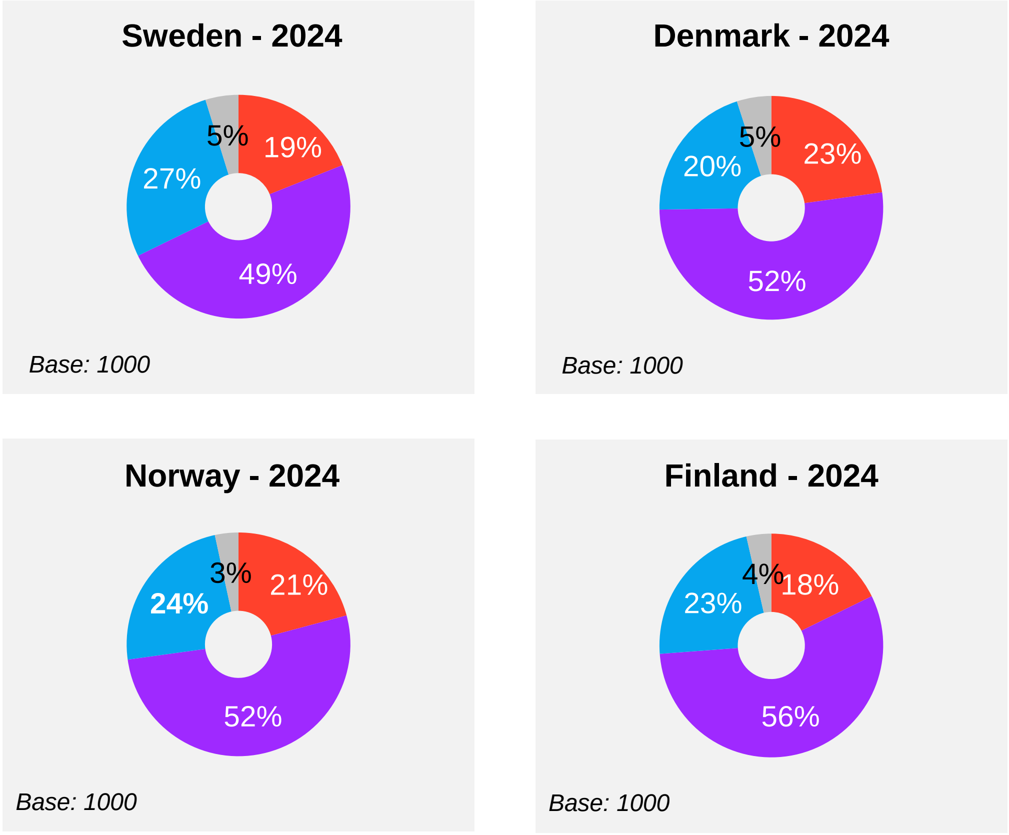


Q10c Have you changed your habits regarding any of the following during the last year? Physical exercise
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Change in weight

2024 results for the Nordics overall are similar to 2023, with around half maintaining their weight while a slightly larger share has increased than decreased. Sweden is the country with the largest net increase – 27% have increased while just 19% have decreased. In Denmark, the share who have decreased is slightly larger than the share who has increased.





Q10c Has either of these changed during the last year? – My weight
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

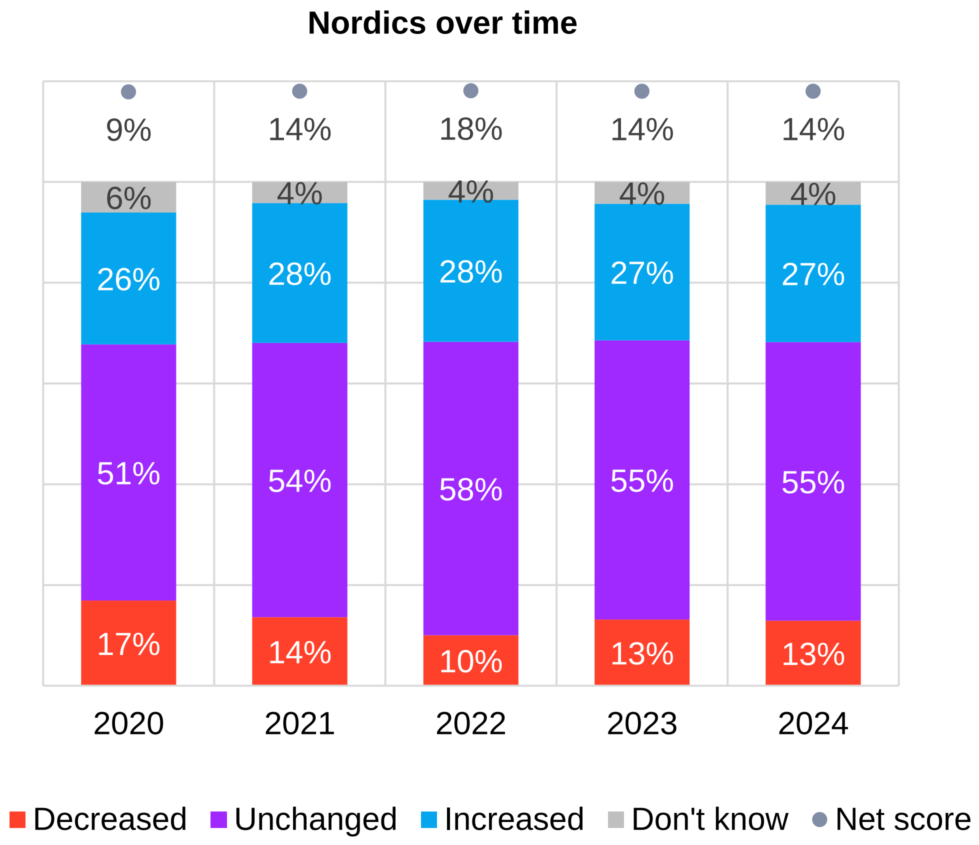
Please note that the data from 2020 and earlier is based on results from consumers aged 16-64 years old while the data from 2021 is based on 18+ years old. We do see the same trends for all age groups in results for later years.

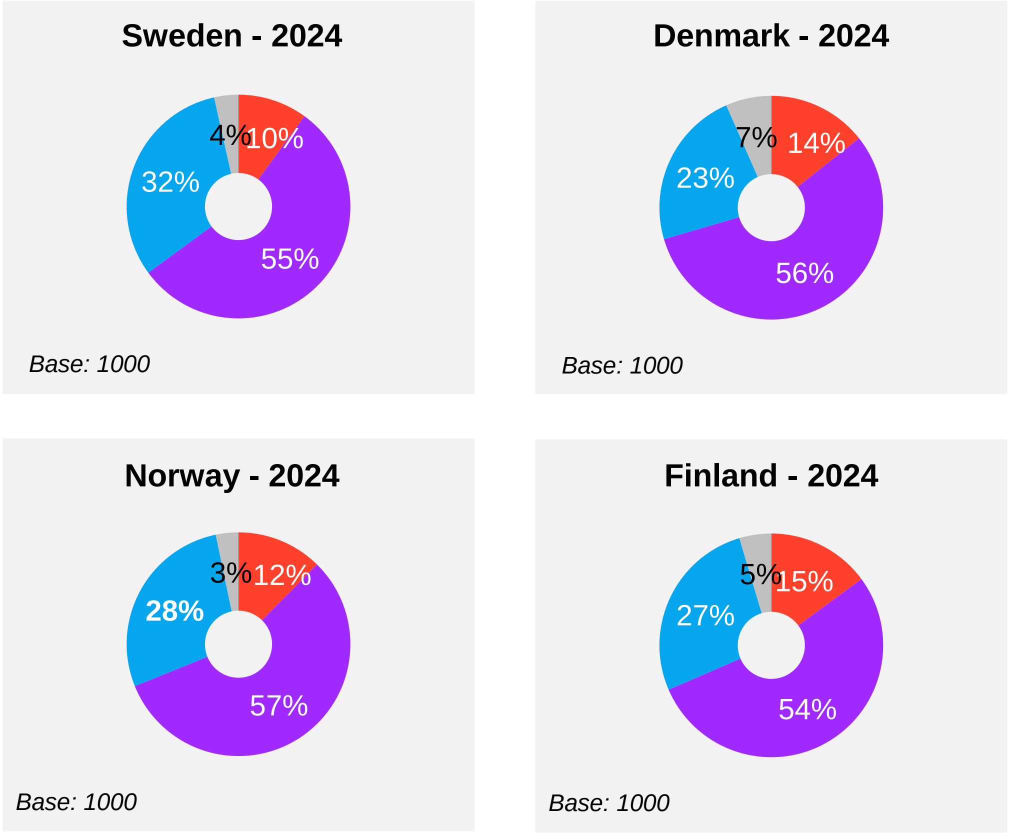
65% of Danish consumers / 47% of Swedish consumers consciously pay attention to a healthy diet. (Oct ’22-Sep ’23)*

* GfK CPS

Change in everyday stress

The share of people experiencing everyday stress in the Nordics has remained the same over the past year, but with a share of 32% who have experienced an increase and just 10% reporting a decrease, Sweden has a larger net increase of stress than the rest of the Nordics.





Q10c Has either of these changed during the last year? – Everyday stress
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Please note that the data from 2020 and earlier is based on results from consumers aged 16-64 years old while the data from 2021 is based on 18+ years old. We do see the same trends for all age groups in the results for later years.

Functional food

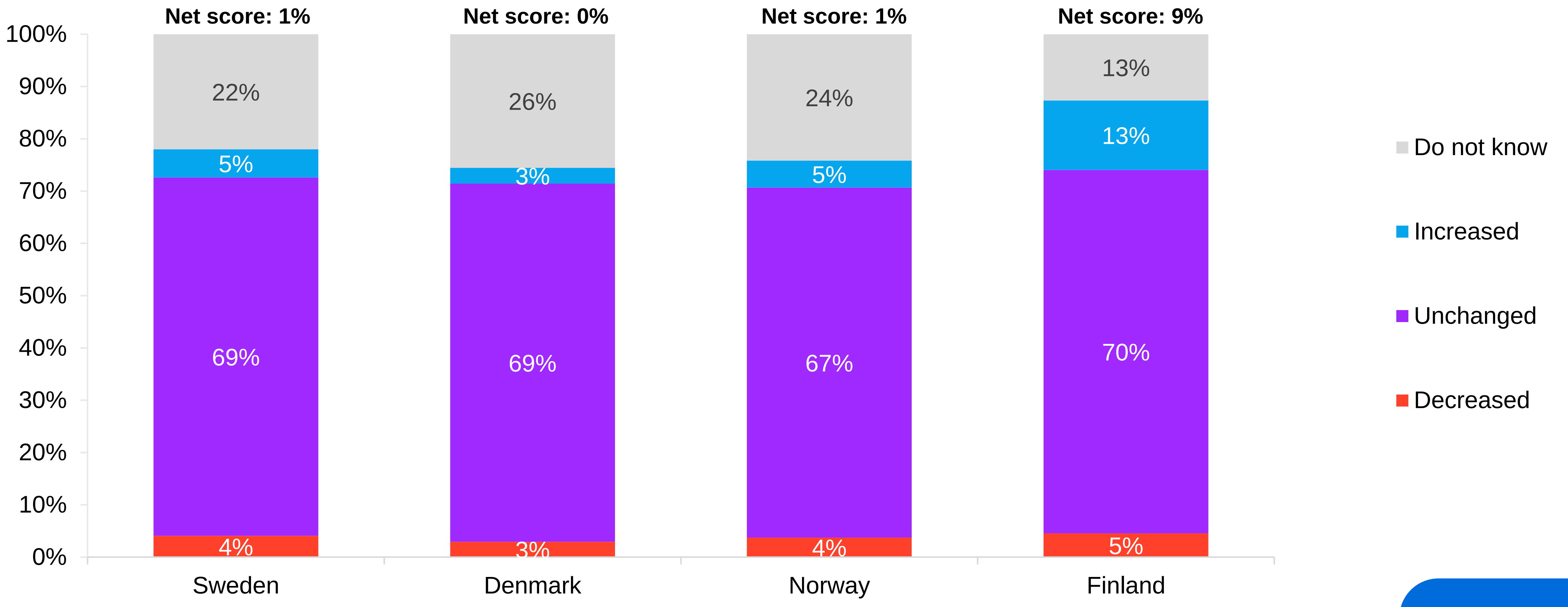
Today's consumers are becoming increasingly aware of the possibility that certain foods may contribute directly to improved health and overall well being.

As consumers' lifestyles have shifted to being more health conscious, manufactures have responded by supplying food that offers additional health benefits. These foods are referred to as functional food and claim to: improve overall health, prevent health related diseases, and reduce health diseases such as high cholesterol and high blood pressure.

The concept of functional food was developed in 1984 by Japanese scientists. The interest in the concept of functional foods is still increasing, most notably in the USA, Australia, and parts of Europe. In Sweden, the popularity of functional food began to increase substantially around ten years ago, and was considered to be one of the most advanced functional foods industries in the world.

Functional food

Finland stands out from the other Nordic countries in terms of increasing consumption of functional foods, with a net score (increase-decrease) of 9%. Across all countries, the share of people who have remained on an unchanged level is close to seven in ten.

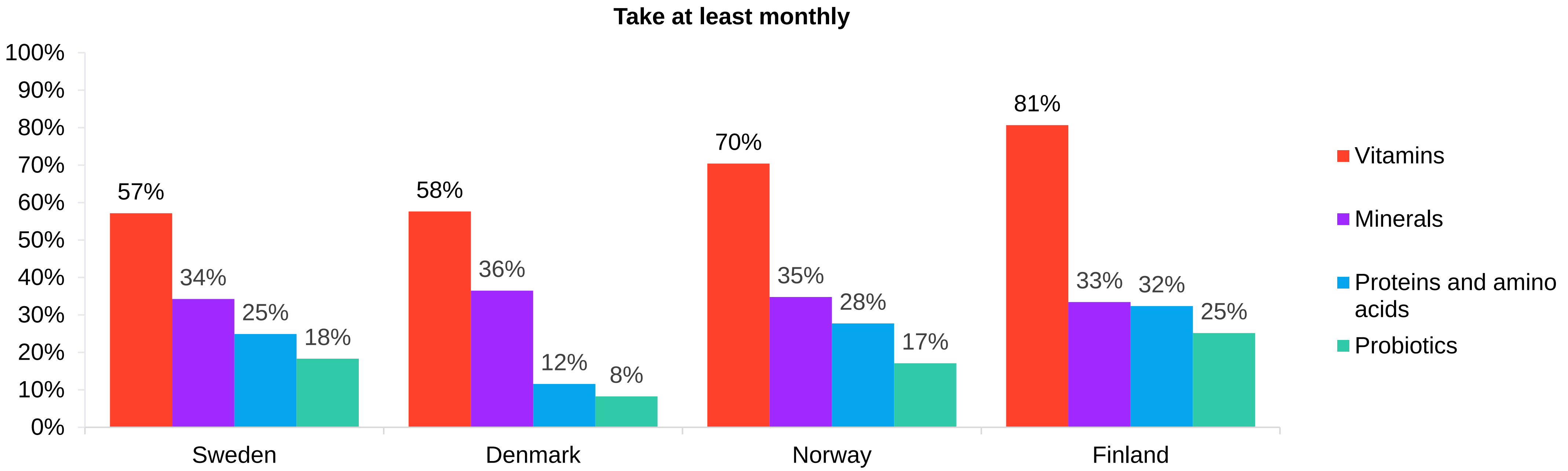


Contact us

Q2b Has your consumption of the following types of food and drink changed in the past year? If so, in what way? Functional Food
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Supplements (minerals, vitamins, probiotics and proteins)

Vitamins are the most used dietary supplements in the Nordics, with half of all people taking them daily. Finns take them most frequently (81%), Swedes least frequently (57%). The use of minerals is more similar across countries – about a third of people take them at least monthly. Proteins and amino acids, as well as probiotics, are used less in Denmark than in the other countries.

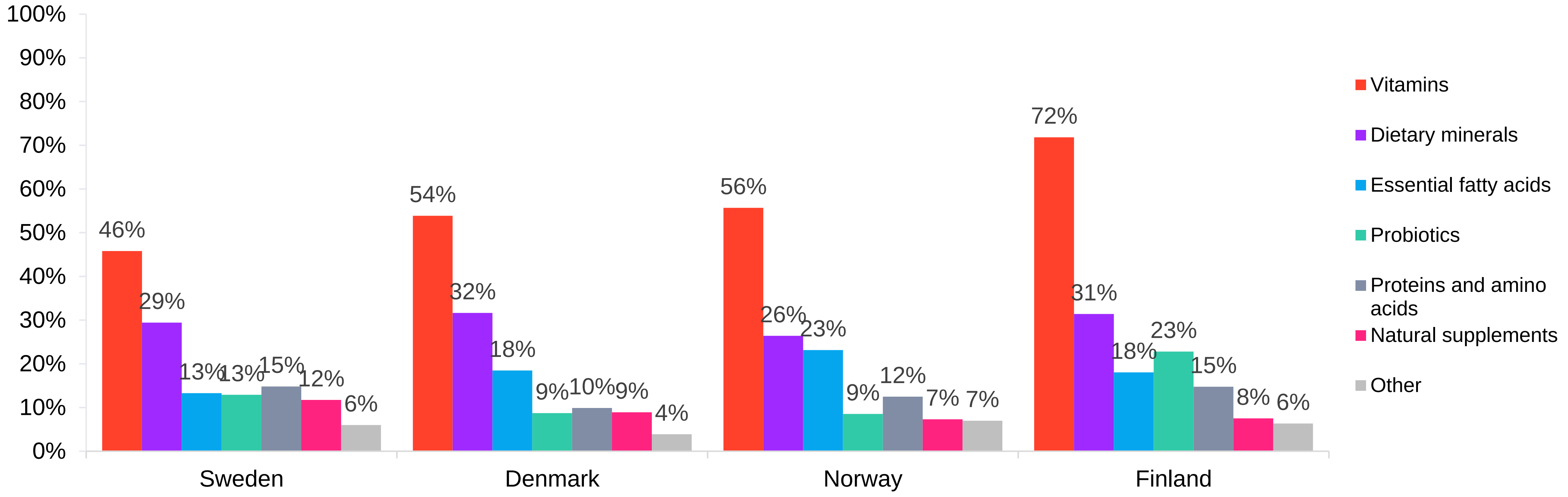


Run a survey

PDL: How often, if at all, do you take the following types of dietary supplements?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Types of supplements bought past six months

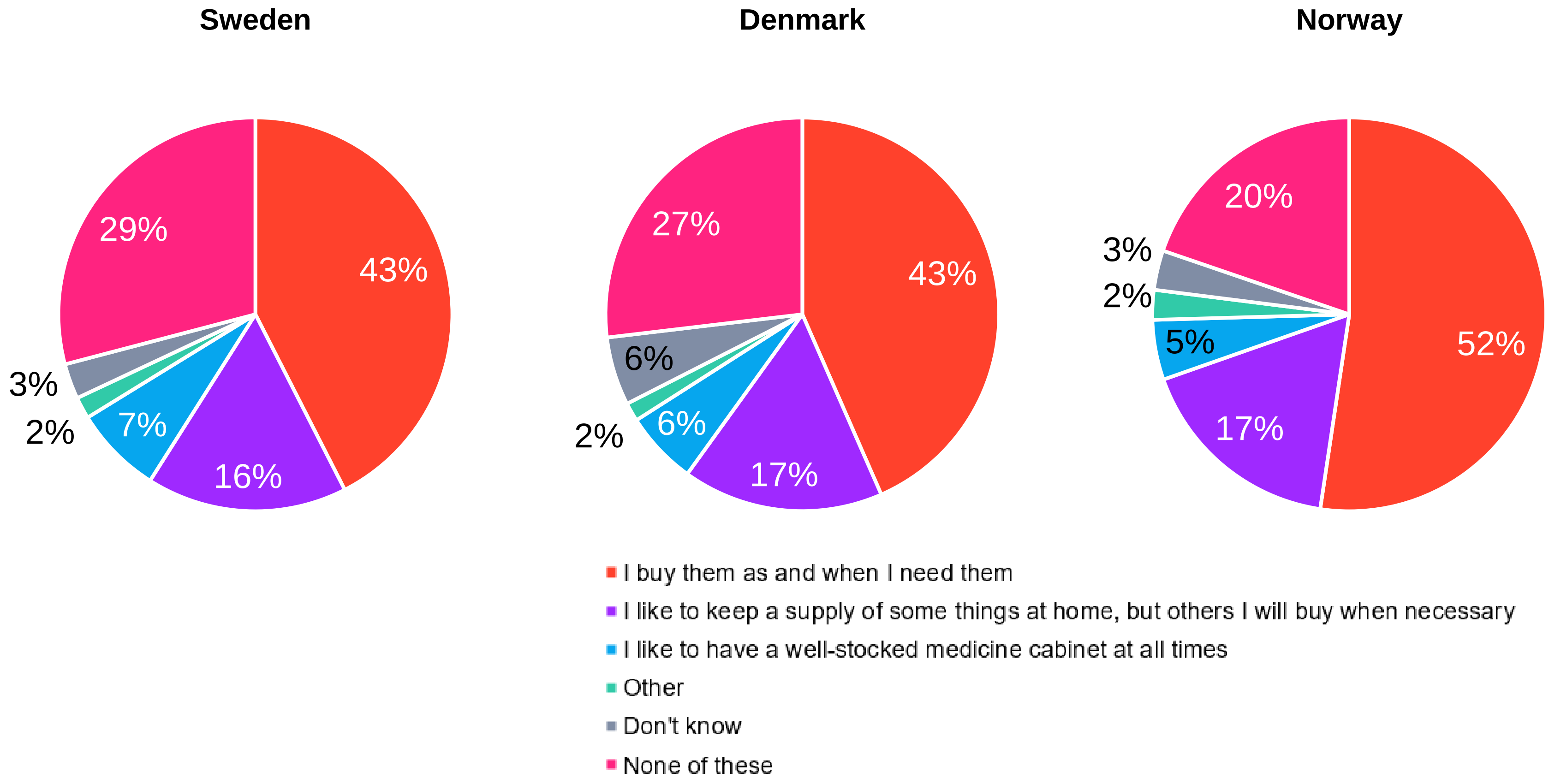
Vitamins are by far the dietary supplements bought most in the last six months, particularly driven by Finns. Purchases of dietary minerals are more evenly spread across the countries, with an average of three in ten having bought them. Norwegians are more likely than the rest to have bought essential fatty acids.



PDL: Which, if any, of the following dietary supplements (e.g. vitamins, proteins, probiotics) have you purchased in the last 6 months? Please select all that apply.
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Supplements - purchase habits

Across the Nordics, 47% of people buy dietary supplements as and when they need them, and 19% like to keep a supply of some things at home, but others are bought when necessary. 7% state that they like to have a well-stocked medicine cabinet at all times.



Get in touch

PDL: Which ONE, if any, of the following statements best describes your purchase habits of dietary supplements? Please select one option.
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Part 9: Sugar and sweeteners

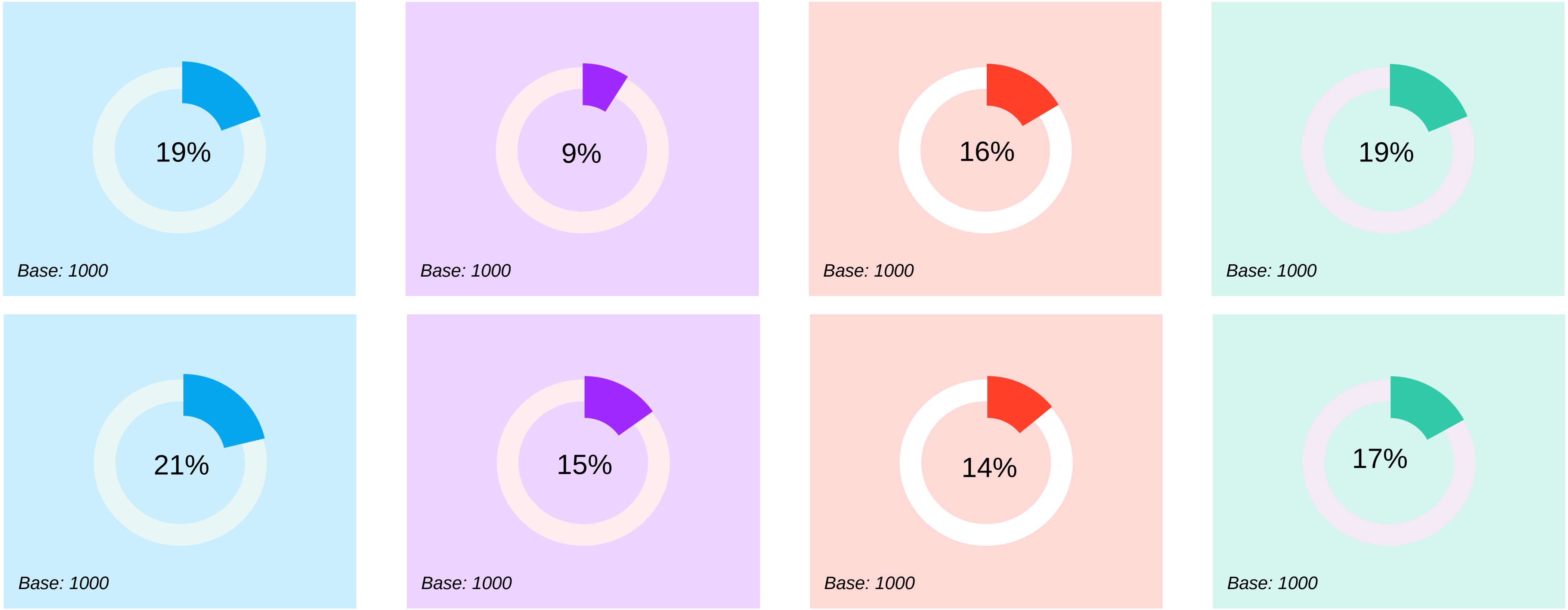
Food concerns – sugar and sweeteners

Sweden and Finland have the largest shares of people who avoid sugar, with just under one in five. Swedes are roughly as likely to avoid sweeteners, placing them at the top in this regard. Danes are the least likely to avoid sugar, with less than one in ten.

Sweden Denmark Norway Finland

Avoid sugar

Avoid sweeteners

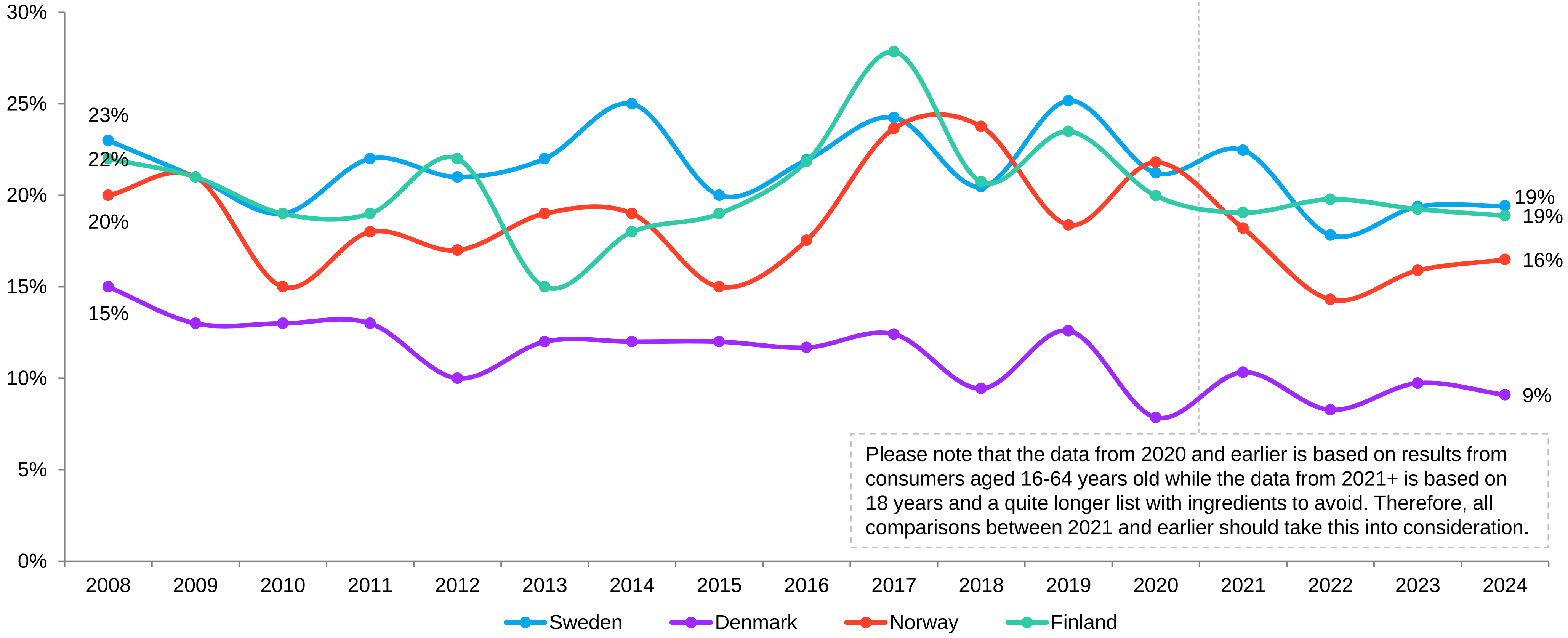


PDL: Food_concerns: Are there any of the following ingredients that you avoid?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Contact us

Nordics: Avoiding sugar

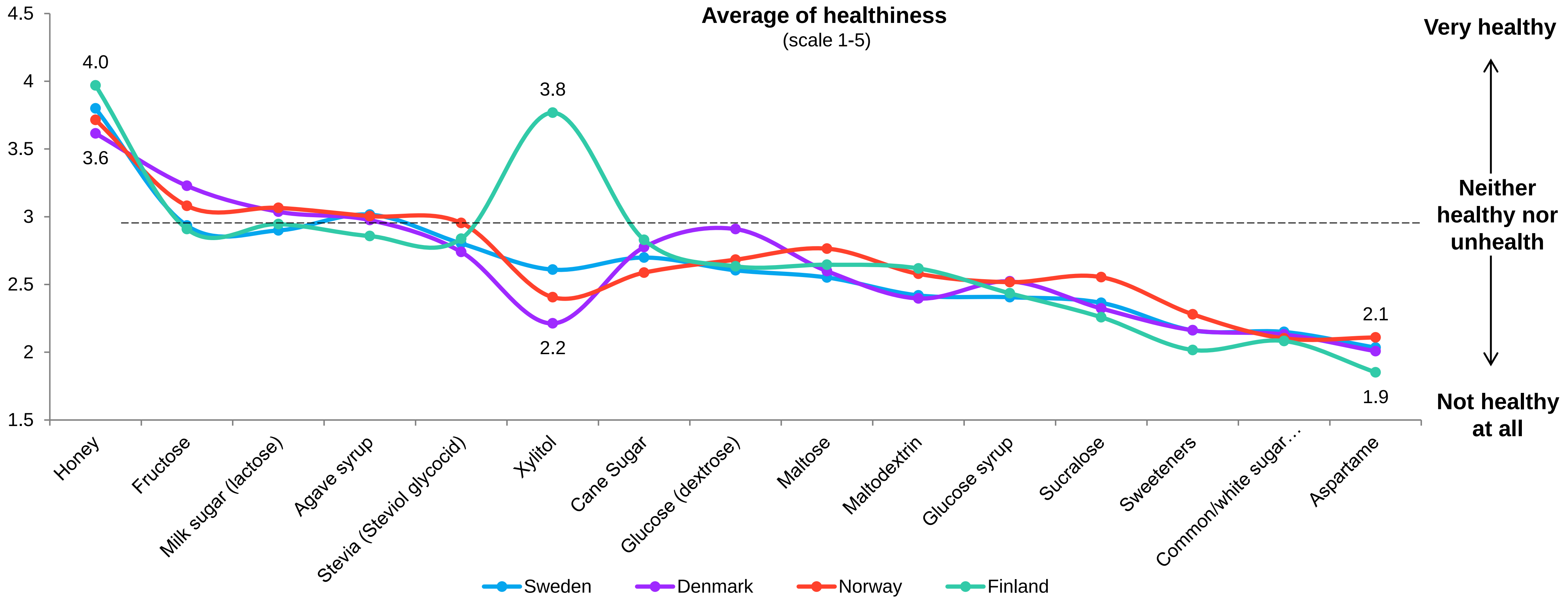
With some variations since 2008, Sweden and Finland have tended to be the top countries in terms of sugar avoidance. Norway has not been far behind. Each and every year, Denmark has been the country where the smallest share of people avoid sugar and long-term trend is that less consumers try to avoid sugar in Denmark.



PDL: Food_concerns: Are there any of the following ingredients that you avoid?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Nordics: Healthiness of sugar/sweeteners

Honey stands out as the sugar/sweetener most perceived to be healthy. Whereas xylitol is in sixth place overall, it is in second place in Finland. An explanation for this might be the Finns' greater interest in functional food, since Xylitol can be used for the purpose of improving dental health.

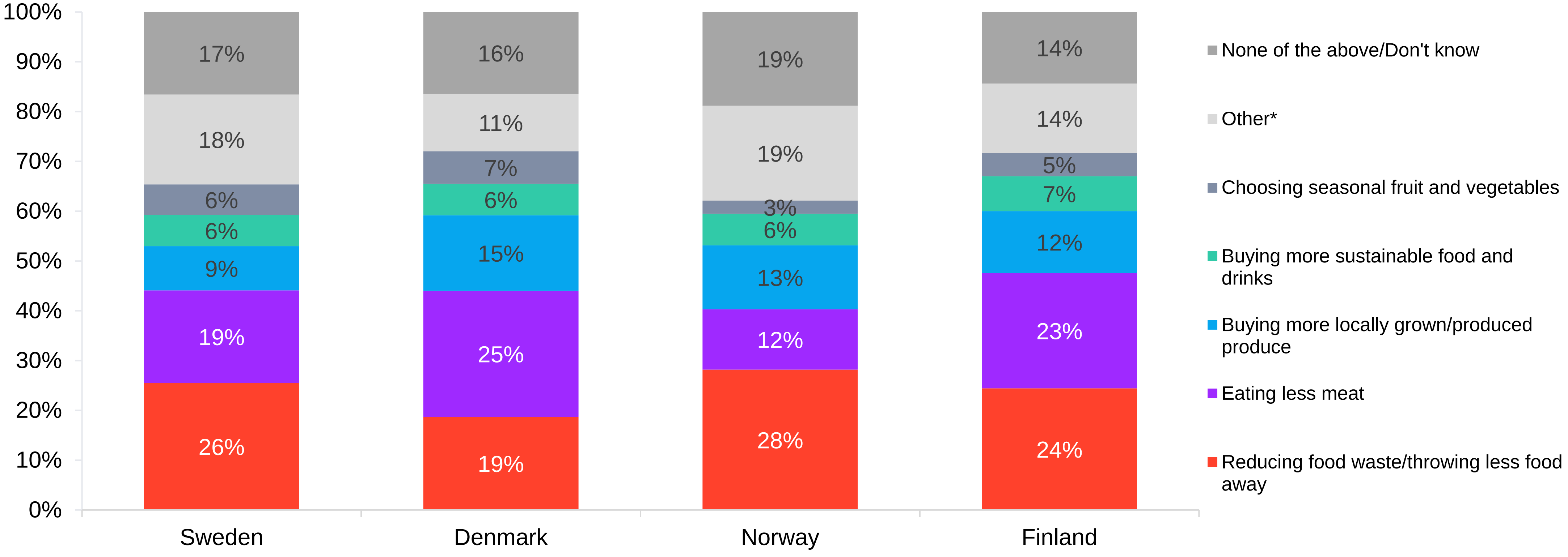


Q15 How healthy/unhealthy do you think the following types of sugar/sweeteners are?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Part 10: Climate

Effective ways of reducing harmful effects on the climate/environment

Reducing food waste and throwing away less food is perceived to be the most effective way of reducing harmful effects on the climate and environment, especially in Norway and Sweden. In Denmark, eating less meat is thought to be most effective by the largest share of people.

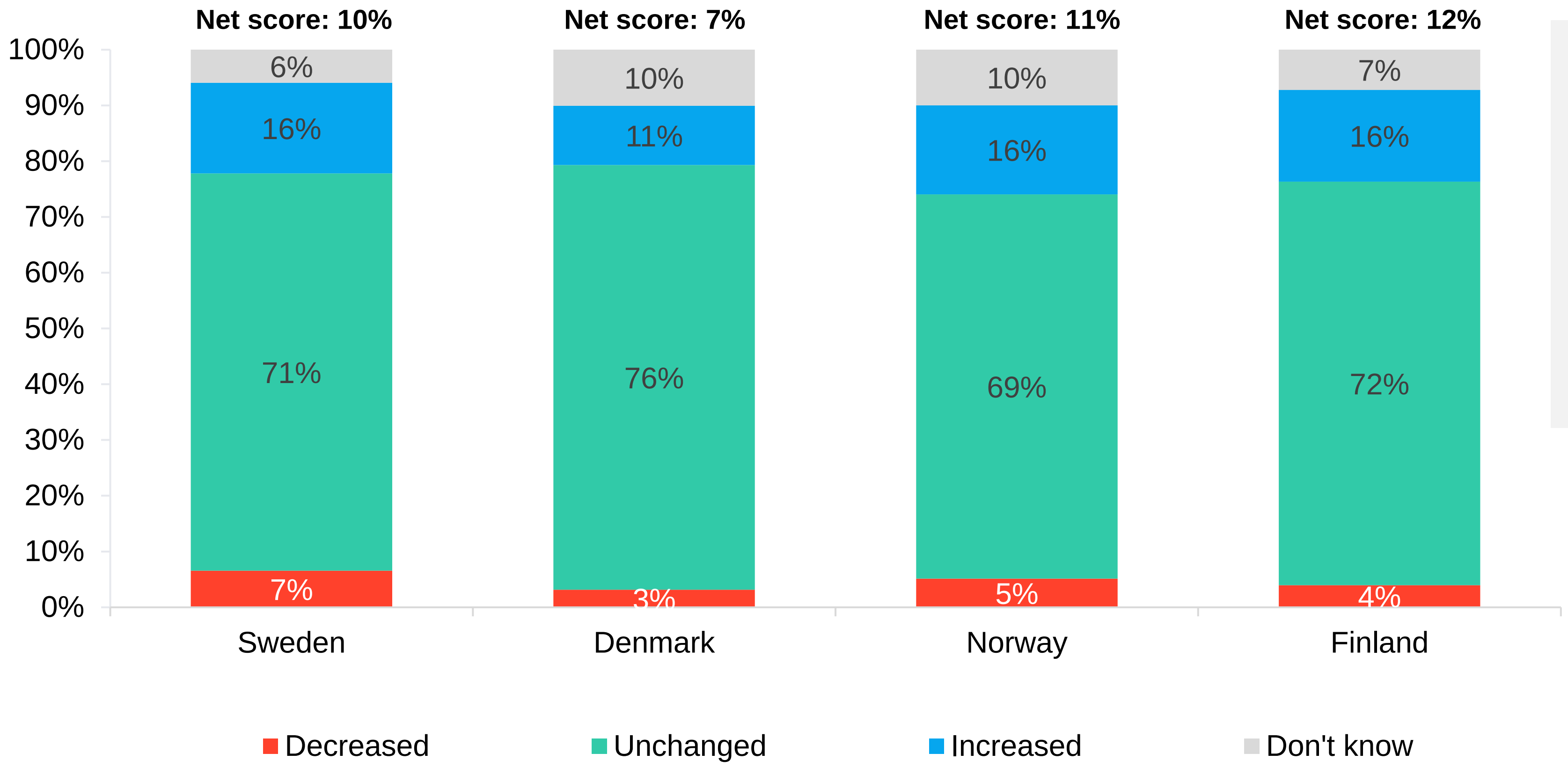


Q12_a Which one of the following do you think is the most effective way of reducing harmful effects on the climate/environment? *Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000*

*Other includes: Buying less bottled water, Buying more organic food, Cutting down on sweets, fizzy drinks, bakery products and snacks, Choosing sustainably caught or farmed fish, e.g., eco-labelled fish, Choosing fruit and vegetables that can be stored

Locally grown/locally produced food

For all countries, the net (increase – decrease) is positive, with more people saying that they have eaten more locally grown/produced food in the last year than before. Across the countries, 15% have increased their consumption of locally grown/produced food, while 5% have decreased it.



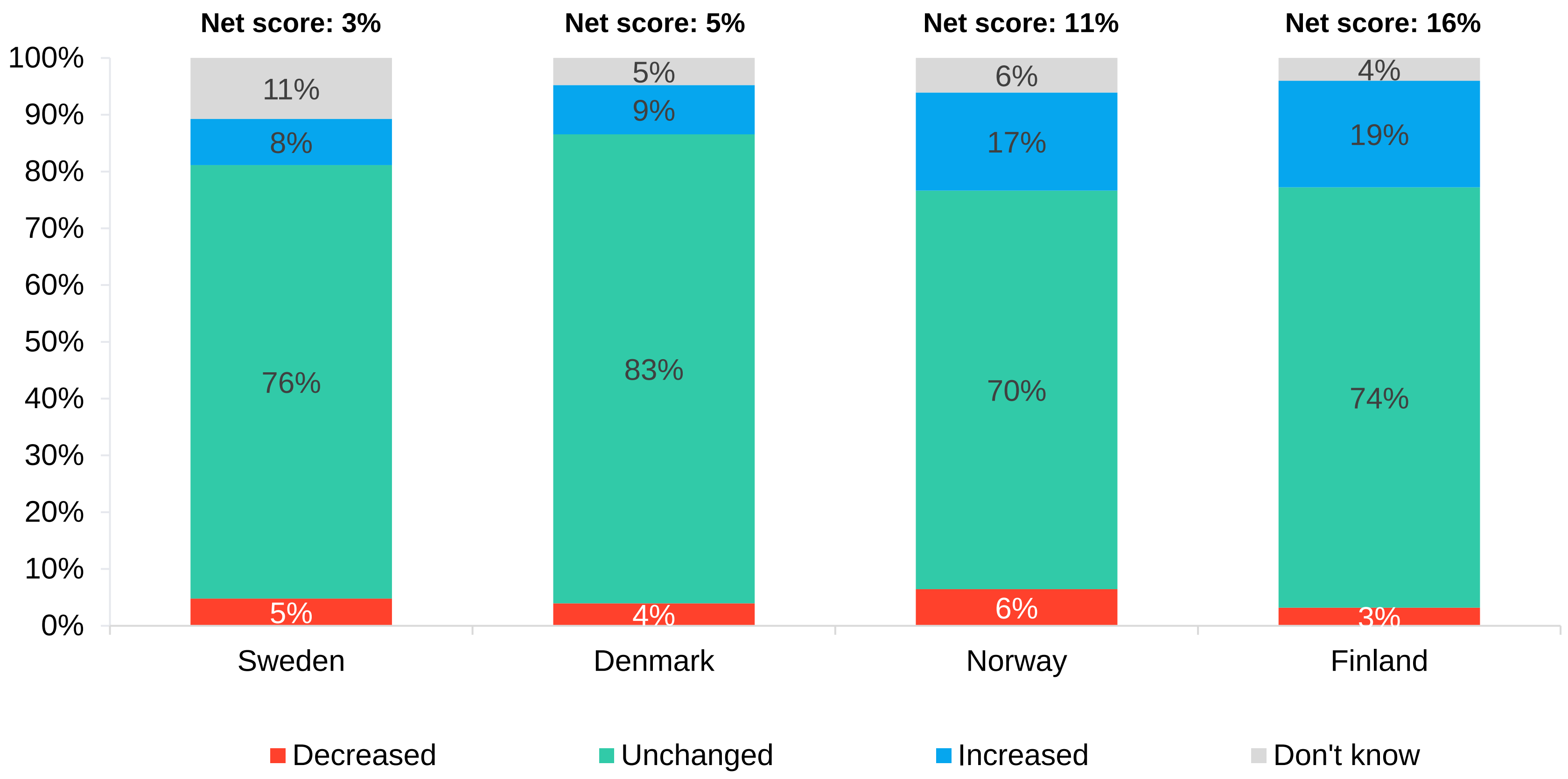
- The age group 18-24 is by far the one with the biggest share who have decreased their consumption of locally grown/produced food – 14%.
- In Finland, the difference between this youngest age group and the rest is somewhat smaller than in the other countries.

Run a survey

Q10c Have you changed your habits regarding any of the following during the last year? Locally grown/locally produced food
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Swedish, Danish, Norwegian, Finnish food

In Finland and Norway, the consumption of food from one's own country has increased in the past year. Danish and Swedish net development (increase – decrease) is more modest but still on the positive side.



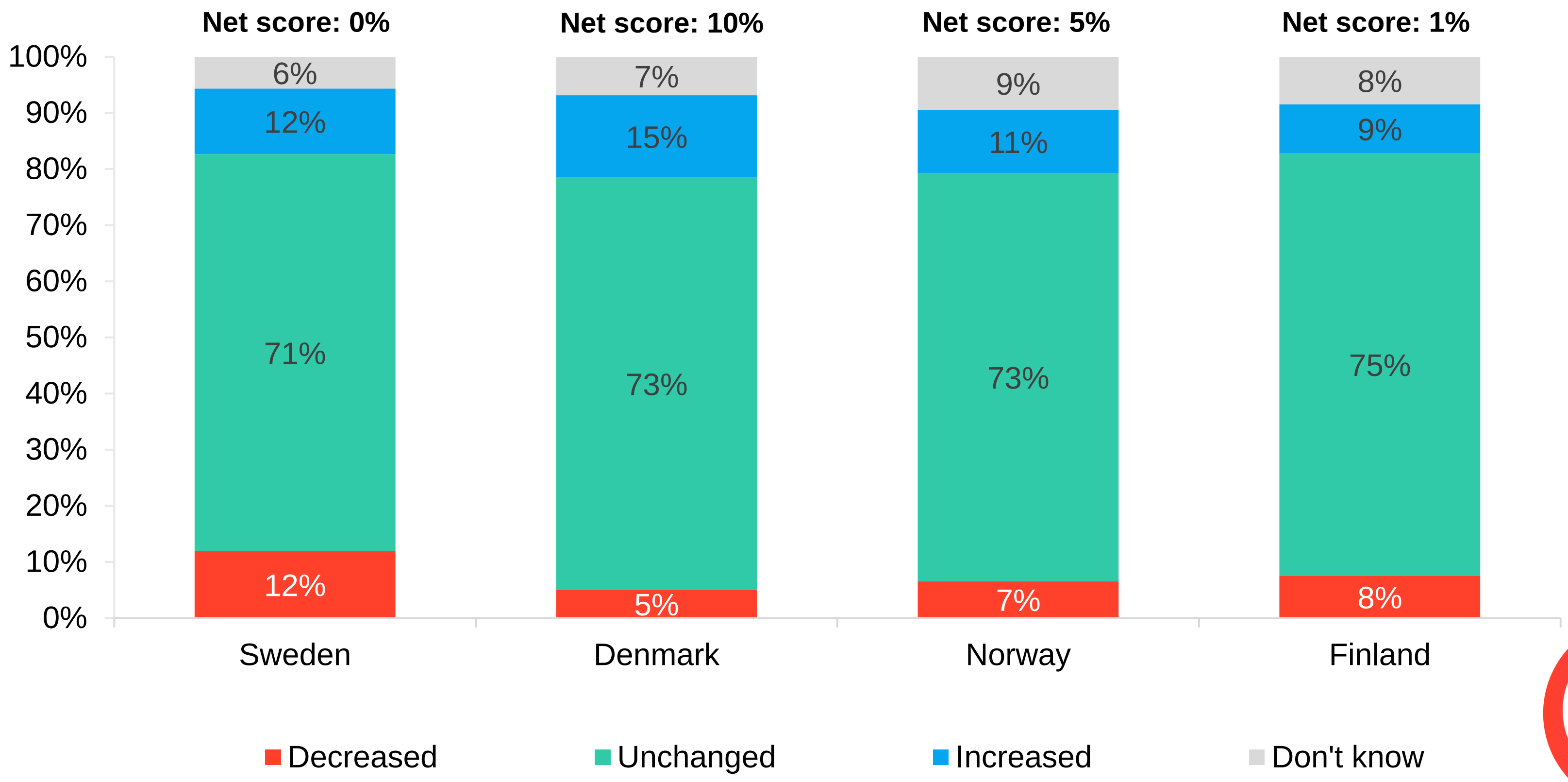
- Among Norwegian men, the net increase is smaller than is the case for women.
- The age group 18-24 has the largest share of people who have increased their consumption (23%) but also who have decreased it (8%).

Contact us

Q2b Has your consumption of the following types of food and drink changed in the past year? Swedish/Danish/Norwegian/Finnish food
*Each country was asked about local food, e.g. Swedish food in Sweden, Danish food in Denmark, etc.
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Organic food

Denmark has the highest net score (increase – decrease), which is driven by having the largest share whose consumption of organic food has increased as well as the smallest who have decreased it. There is also a positive development in Norway. In Sweden and Finland, the net score is around zero.



- In Sweden, Denmark and Norway, those aged 18-29 are the most likely to have increased their consumption of organic food.
- In Norway, women are more likely than men to have increased it. Aside from this, there are no significant differences between the genders.

43% of Swedish consumers and 42% of Danish consumers say its important with an attractive organic assortment, a decrease for both countries compared to previous years.*

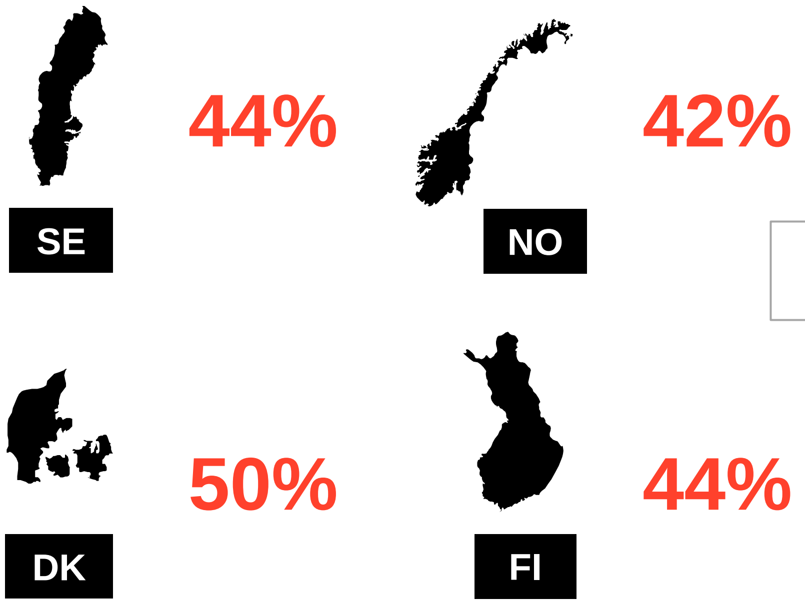
Q10c Have you changed your habits regarding any of the following during the last year? Organic food
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

* GfK CPS

Knowledge on climate-friendly food

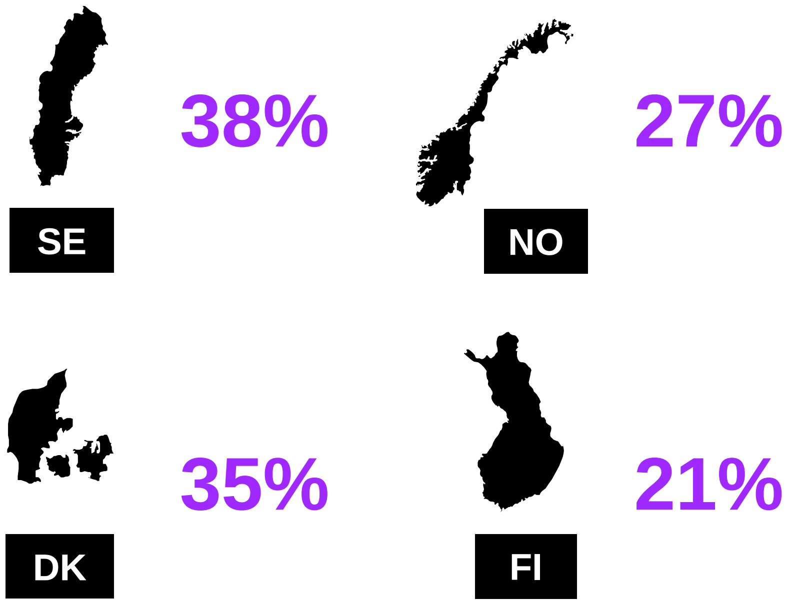
Denmark comes out on top, with 50% of the population wanting to get better at buying food that harms the environment less. Sweden, Finland and Norway are at similar shares of 42-44%. Swedes and Danes are the most likely to agree that they know which foods and products to choose in order to be climate-friendly shoppers, but with Sweden's 38% as the highest percentage, there is room for improvement.

"I want to get better at buying food that harms the environment less."



TopBox
(agree/totally agree)

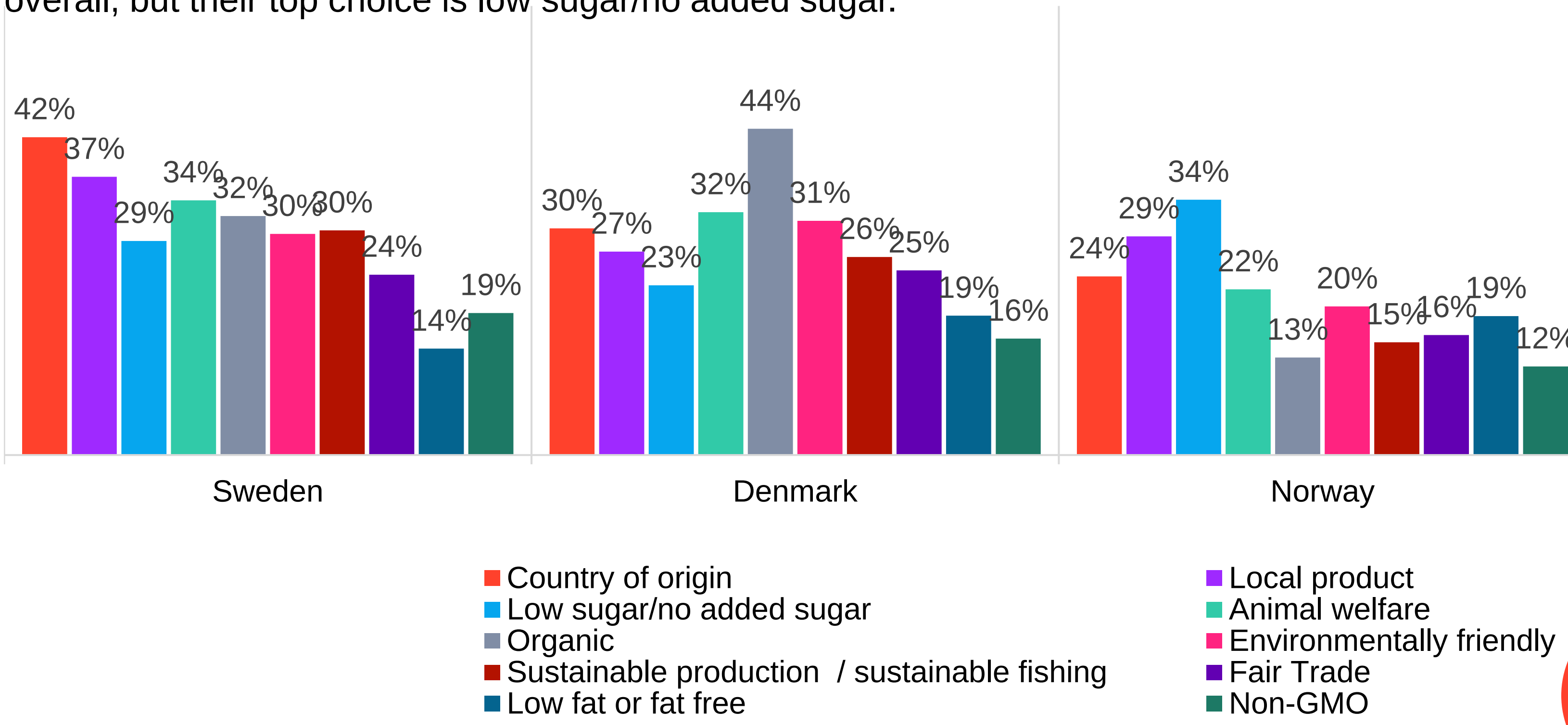
"I know which foods and products to choose in order to be a climate-friendly shopper."



Q32 To what extent do you agree with the following statements? I want to get better at buying food that harms the environment less. I know which foods and products to choose in order to be a climate-friendly shopper
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Product labels or certifications taken into consideration when buying groceries or other items – top product labels/certifications

Which labels or certifications people consider when shopping for food varies a lot between countries. Finns and Swedes care the most about country of origin, while Danes are the most interested in their food being organic. Norwegians look for the fewest of these labels overall, but their top choice is low sugar/no added sugar.



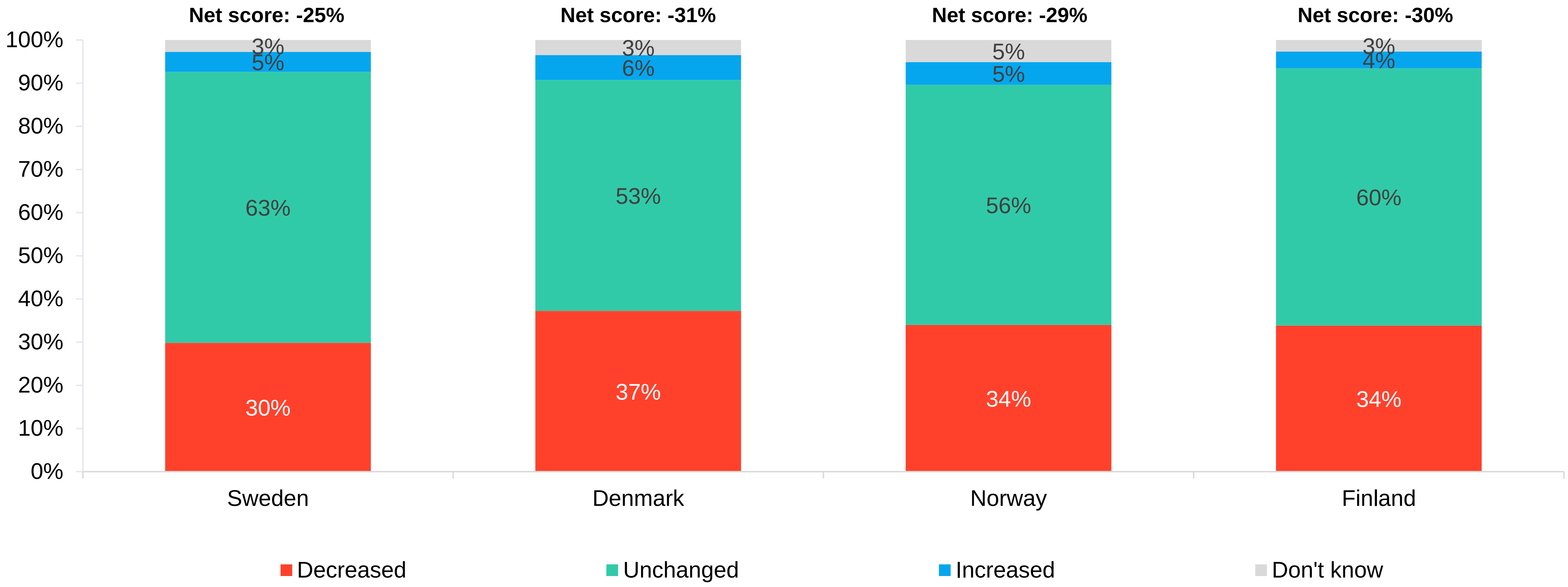
22% of Danish consumers care about sustainablility when buying food.
27% of Swedish consumers are ”Very Enivornmentally consious”.*

PDL: Which, if any, of the following product labels or certifications do you take into consideration when buying groceries or other items?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

* GfK CPS

Food waste

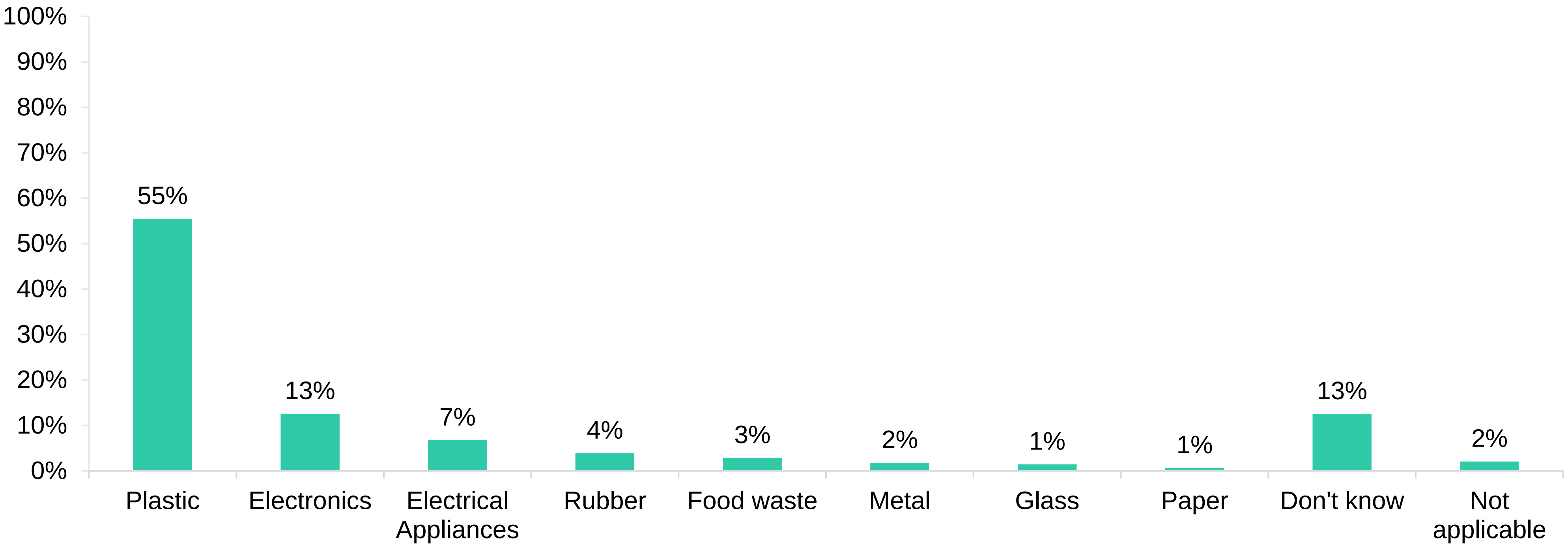
On average in the Nordics, 34% have decreased their food waste the last year while 5% have increased it, giving a net (increase – decrease) of -29%. Denmark is the strongest in this area with a net of -31%, but all countries have considerably larger shares who have decreased their food waste than increased it.



Q10c Have you changed your habits regarding any of the following during the last year? Food waste
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Nordics: Things that have the most negative impact on the environment

Among things that have a negative impact on the environment, plastic continues to come out clearly on top in all Nordic countries.

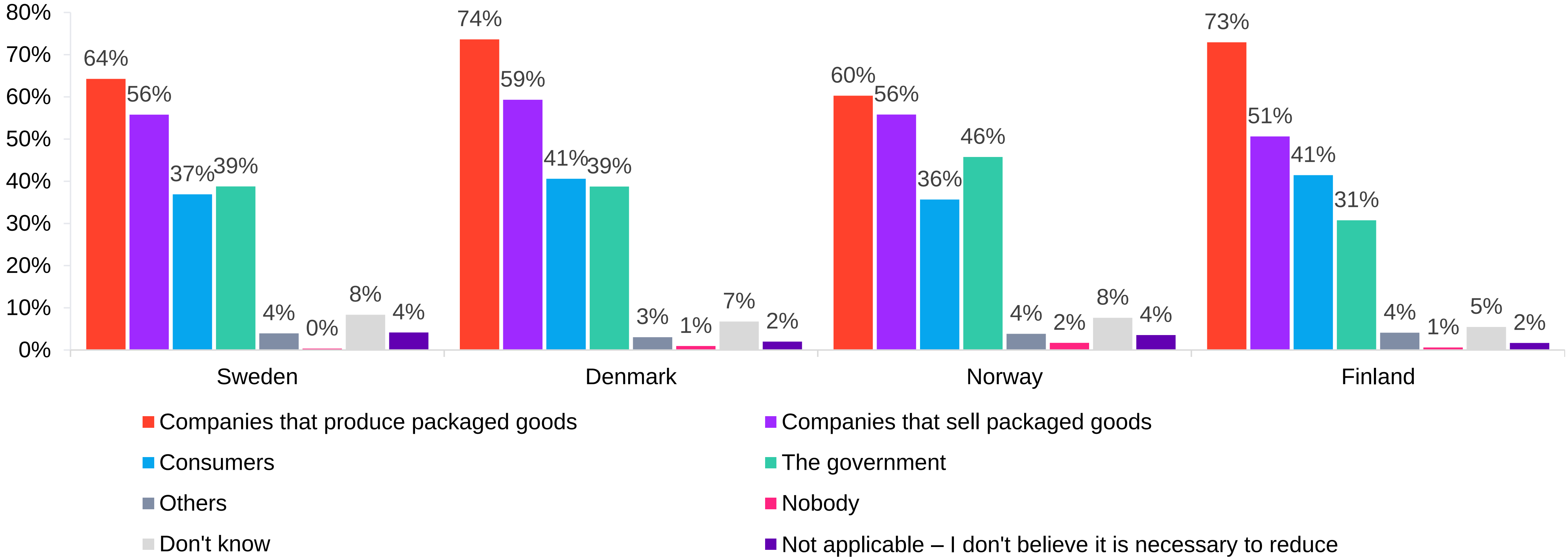


Contact us

PDL: Which one, if any, of the following do you feel has the most NEGATIVE impact on the environment?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

Who should do more to reduce unnecessary packaging of food, clothes, etc.

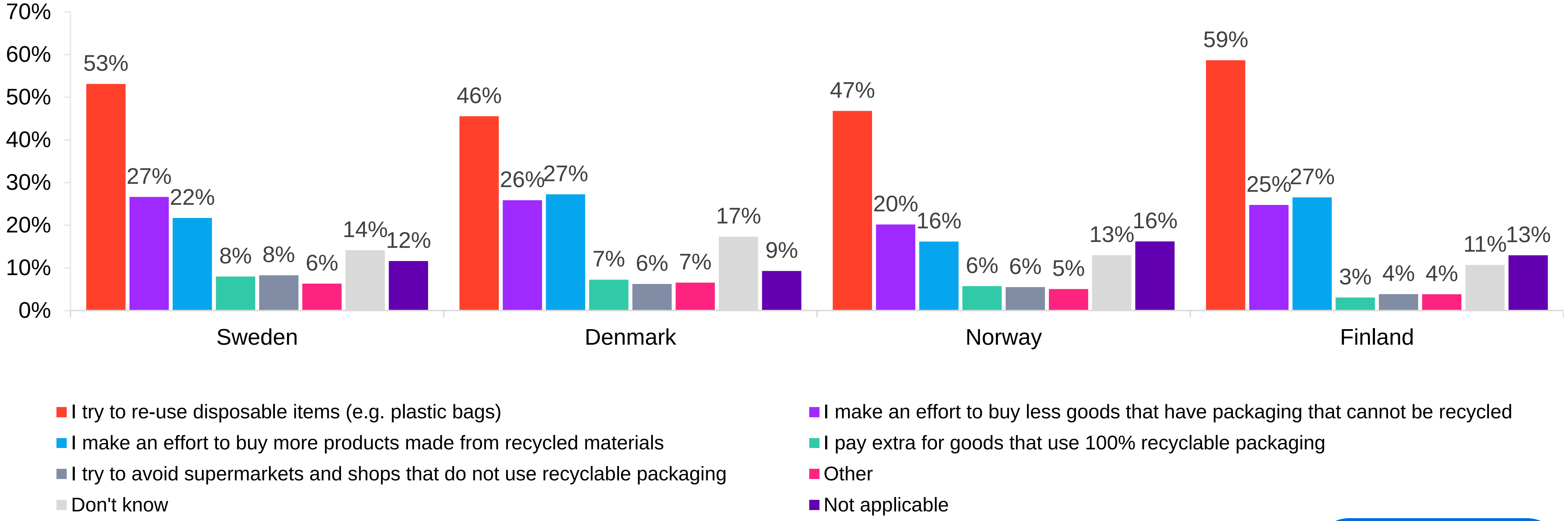
Across the Nordics, the main responsibility for reducing the amount of unnecessary packaging is believed to fall on the companies that produce the goods (68%) and the companies who sell them (55%). 39% believe that consumers should do more, and an equal share points to the government.



PDL: Who, if any, do you believe should do more to reduce the amount of unnecessary packaging of food, clothes, etc.?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

What consumers do to reduce the issues with unnecessary packaging

A majority (51%) of people in the Nordics try to re-use disposable items such as plastic bags. A little less than a quarter make an effort to buy less goods with non-recyclable packaging (24%), and about as many make an effort to buy products made from recycled materials (23%).



Get in touch

PDL: Which, if any, of the following do you personally do to reduce the issues with unnecessary packaging that cannot be recycled?
Base 2024: All (4000): SE: 1000, DK: 1000, NO: 1000, FI: 1000

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We feel it is important you understand why.

YouGov®

DEPTH

Deep and ever-growing source of constantly evolving, connected intelligence – *our Living Data*– covers more brands and profiling attributes than any custom survey and other known syndicated sources.

SPEED

With daily surveys and data updates we can deliver relevant strategic answers and insight more quickly than by traditional data procurement methods.

CURRENT

Our syndicated data is updated and available to clients within 1 week – and often as quick as 24 hours. Many other approaches have lag times of 30, 90, or even 180 days.

EXPLORE PLAN ACTIVATE TRACK

Our syndicated solutions provide an end-to-end solution for the most effective strategy and marketing activities.

AGILE

With a suite of daily data tools and an active and accessible global panel, this approach enables clients to take swift and decisive action when required.

COST-EFFECTIVE

Accessing syndicated data means that the cost is shared across all users. If the insight we are offering was provided on an exclusive basis, the high value would come with a significantly higher cost.

YouGov® Crunch

Analyze your survey data in one powerful platform

YouGov Crunch is the ultimate tool for granular data analysis – superfast, easy-to-use, with the ability to combine with your third-party data.

With its simple, drag-and-drop, no-installation-required interface, YouGov Crunch is as accessible as it is powerful. No training required – empower anyone at any level to obtain the data intelligence they need, quickly. Build detailed custom reports and no-coding dashboards with ease.

Intuitive

Easy to use, drag- and-drop dashboards with no coding required

Fast

A powerful online survey analytics tool, delivering results in seconds

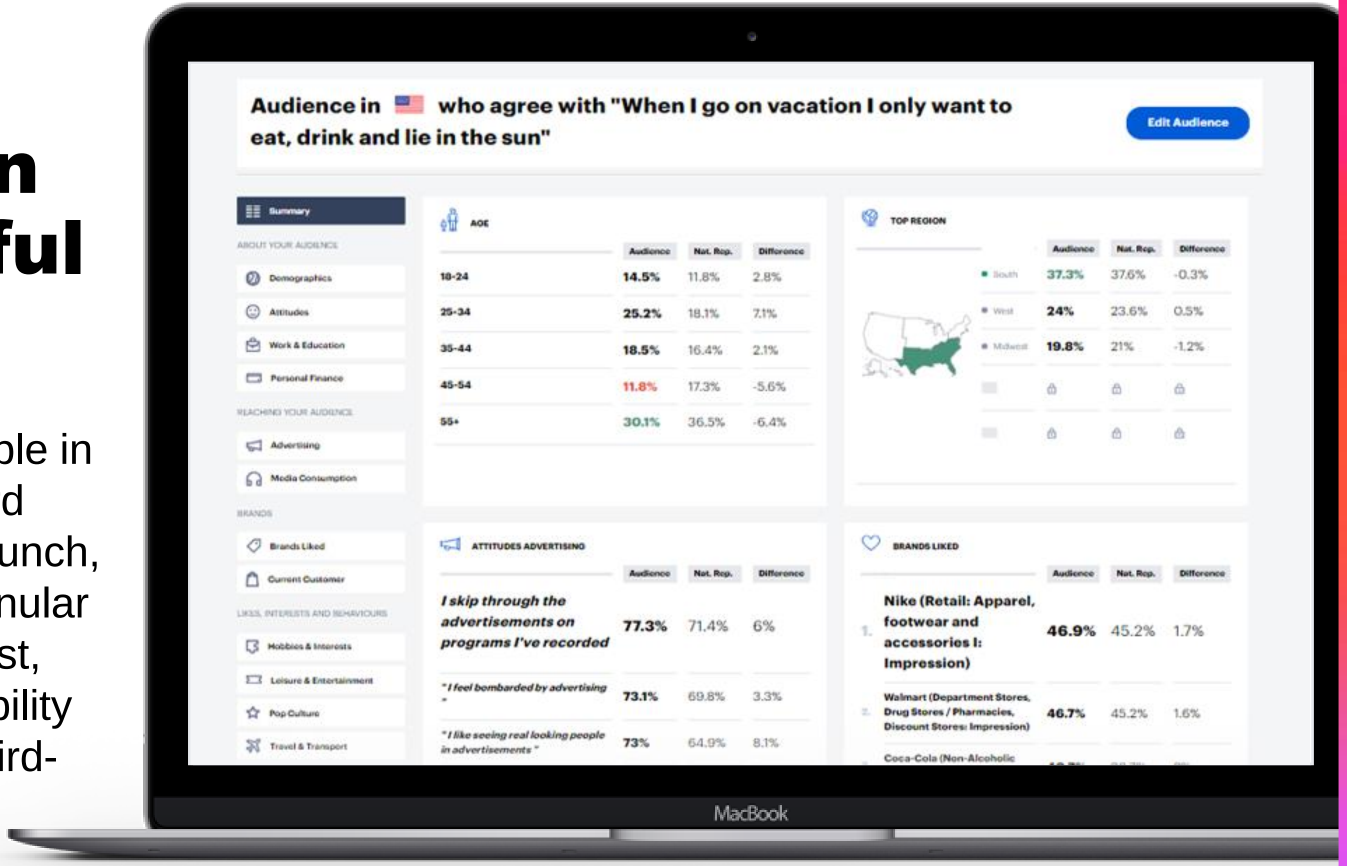
Comprehensive

All your survey data, including non-YouGov data, in one place

YouGov® Crunch

Analyze all your data in one powerful platform

All your data is accessible in an interactive dashboard powered by YouGov Crunch, the ultimate tool for granular data analysis – superfast, easy-to-use, with the ability to combine with your third-party data.



DATA DELIVERY WITH CRUNCH

Intuitive

- With its simple, drag-and-drop, no-installation-required interface, YouGov Crunch is as accessible as it is powerful.

No training required

- Empower anyone at any level to obtain the data intelligence they need, quickly.

Streamlined

- Build detailed custom reports and no coding dashboards with ease.
- Organize your data neatly within labeled, easily searchable folders.
- Analyze using Crunch's columnar database.

Superfast

- A powerful online survey analytics tool, delivering results in seconds.

Comprehensive

- All your survey data, including non-YouGov data, in one place. Combine with your third-party data.
- **Accessible.**
- Reports and dashboards stored in the Cloud, for whole-team access.

For more information about the data from GfK CPS:

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