



Organic Trade Association: First Step Market Tracker Service

A custom report compiled by Euromonitor International for OTA

Organic Trade Association
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www.euromonitor.com

SCANDANAVIAN COUNTRIES*

* Denmark, Sweden, Finland, Iceland and Norway.

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1. QUALITATIVE ANALYSIS

1.1 QUICK FACTS

- The Organic Packaged Food and Beverages category in Scandinavia registered a value decline of 0.7% in 2023 at current prices, standing with a market size of US\$3,307.4 million.
- Over the 2019-2023 review period, the Organic Packaged Food category registered a CAGR of 3.9% at current prices. Over the forecast period (2023-2028), the projected CAGR is 1.3% at constant prices.
- Organic Beverages grew at a 5.5% current prices CAGR between 2019 and 2023. However, over the forecast period (2023-2028), the category is expected to stagnate, with no growth anticipated in constant prices.
- Growth in Organic Packaged Food over the review period was led by Organic Cooking Ingredients and Meals, which recorded a 6.7% current terms CAGR during the review period. Over the forecast period, it is expected to grow by an annual average of 1.9% in constant terms.
- Within Organic Beverages, Organic Hot Drinks led historic growth, with a CAGR of 10.9% in current terms. Nonetheless, for the forecast period, Organic Soft Drinks is expected to lead with a 1.1% constant CAGR.

1.2 MARKET TRENDS

- Scandinavia remains one of the most developed markets for organic products, with a significant share of packaged food being organic and leading per capita consumption globally. However, the market has reached a certain level of maturity, and rising price sensitivity, especially during periods of high inflation, has started to influence consumer demand. In 2023, this led to a noticeable shift away from higher-priced products, resulting in increased market share for private label, budget, and discounted organic brands, as consumers prioritized value for money.
- Scandinavian governments have long supported organic production through strong incentives and continue to set ambitious targets that exceed EU regulations. For example, Sweden aims to have 30% of its agricultural land under organic farming by 2030, surpassing the EU's already ambitious goal of 25%. Denmark, meanwhile, is actively promoting organic agriculture with a newly established goal to double its organic farming by 2030 compared to 2018 levels.

1.3 COMPETITIVE LANDSCAPE¹

- Arla Foods Amba largely leads the Organic Packaged Food category in 2023 with a 14.9% market share, 10.4 p.p. ahead of its closest competitor. The multinational cooperative has consolidated its position as the main Organic Dairy Products and Alternatives producer in the region, holding 54.9% of this market in Sweden and 30.3% in Denmark for 2023.
- Private label lines hold an important part of the Organic Packaged Food category holding 12.4% of the market in 2023, being particularly important in categories like Organic Snacks and Cooking Ingredients and Meals. For instance, in Denmark, private label sales accounted for 46.7% of the market in Organic Snacks, with companies like Nordic Foodie and Rawsnacks and Good Food Group A/S being the top manufacturers.
- Nordquist & Söner AE AB led Organic Beverages, growing its market share by 2.3 p.p. from 2019 to reach 17.1% of the market in 2023. The company offers organic coffee, positioning as the second largest coffee company in Sweden and holding 48.3% of the Organic Hot Drinks market in that country. It also operates in Finland where it holds 7.3% of the Organic Hot Drinks market.

1.4 PROSPECTS AND GROWTH OPPORTUNITY

- Categories expected to see strong growth across Scandinavia include Organic Plant-Based Milk and Organic Fruit Snacks, with projected absolute increases of US\$52.1 million and US\$12.5 million, respectively, between 2023 and 2028. The corresponding constant terms CAGRs are 10.4% and 3.7%, respectively. Organic Plant-Based Milk has benefited from the increasingly entwined character of consumers' health and ethical concerns.
- Denmark and Sweden constitute the largest organic markets in Scandinavia, with Dairy Products and Alternatives in both countries predicted to see the highest absolute growths, corresponding to US\$47.2 million in Denmark and US\$29.5 million in Sweden, over 2023-2028.
- One notable emerging market is Cooking Ingredients in Norway, where products such as organic soup are set to expand, driven by a proliferation of products positioned as more natural. Organic Cooking Ingredients and Meals is expected to grow US\$8.5 by 2028 to reach US\$54.9 with a constant CAGR of 3.4%. This trend reflects growing consumer concern about the long-term health effects of highly processed foods.

Market shares are calculated excluding Iceland as company level sales data is not available for this country.

1.5 GENERAL HEALTH AND WELLNESS TRENDS

- Plant-based options saw a boost following the outbreak of COVID-19 when consumers became increasingly aware of the nutritional content of their food and drinks. In addition, meat-free diets are becoming more popular in Scandinavia, with the number of vegans and vegetarians rising. This dietary choice is based on concerns surrounding high meat intake, especially red meat, and the strong nutritional profile of plant-based options. Another emerging trend is the rise of 'flexitarians', a term used to describe consumers who have a predominantly plant-based diet but occasionally consume meat or dairy products. This group further creates growth opportunities for plant-based dairy products and alternatives.
- With a growing proportion of the population in Scandinavia, particularly in Norway and Denmark, classified as overweight, public concern is mounting over the increased risk of serious, yet preventable, long term health conditions associated with excess weight. This is expected to prompt many consumers to actively reduce their intake of sugar, fat, and salt as part of efforts to manage their weight and prevent non-communicable diseases such as type 2 diabetes and cardiovascular conditions.

1.6 GENERAL ECONOMIC AND DEMOGRAPHIC LANDSCAPE

Economy:

- Scandinavia's economies are projected to grow on average 1.9% in real terms in 2025. The relatively slow growth has been influenced by a global economic landscape impacted by the aggressive trade policy of the US administration. From 2026 to 2028 GDP growth for the region is expected to average 1.8%.
- Inflation in Scandinavia averaged 3.0% over 2024, slightly above the 2% target of several countries in the region. The highest inflation reported was from Iceland, with a 5.9% reported in 2024, as inflation expectation remain high and a persistent high wage growth.

Population demographics:

- Scandinavia's population reached 28.1 million in 2024 and is projected to increase by 0.5% to 28.2 million in 2025. Population growth is expected to remain modest and primarily driven by net migration. Norway is set to record the highest absolute population increase, with an anticipated growth of 50.3 thousand people in 2025, corresponding to a 0.9% growth rate. Sweden reports the lowest growth rate with 0.2%.
- The median age across Scandinavia in the early 40s, with the exception of Iceland, which has the youngest population in the region, at a median age of 37.0 in 2024. In contrast, Finland reports the highest median age, at 43.4.

Income and expenditure:

- The average savings ratio across Scandinavian countries stood at 5.7% of disposable income in 2024, broadly in line with historic levels. In 2025, the savings ratio is expected to rise slightly, driven primarily by an increase in Norway, where higher wages and cautious consumer spending amid economic uncertainty are contributing factors.
- Consumer expenditure per capita grew by 2.6% in 2024, in current US dollar terms. In constant US dollar terms, it is projected to grow at an average annual rate of 2.0% over the period to 2028, outpacing the Western European average. Housing is expected to remain the largest consumer spending category throughout the forecast period.
- Disposable income per capita in Scandinavia range from US\$27,772 in Sweden to the US\$32,506 from Norway, boasting some of the highest incomes worldwide.

All figures in this report reflect fixed exchange rates across both historic and forecast data. Market data are based on 2023 exchange rates, while economic data use 2024 exchange rates.

1.7 ORGANIC PACKAGED FOOD AND BEVERAGE DATA

Data type	Unit	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	CAGR (19-23)	CAGR (23-28)
Health and wellness products consumption ¹	USD million	13,478.5	14,887.7	15,683.0	17,523.0	18,262.0	18,569.2	18,969.3	19,407.8	19,855.6	20,293.8	7.9%	2.1%
Organic packaged food and beverages consumption	USD million	2,813.5	3,082.9	3,145.6	3,332.2	3,307.4	3,327.3	3,359.6	3,400.1	3,445.6	3,491.1	4.1%	1.1%
Organic packaged food consumption	USD million	2,358.3	2,538.2	2,607.0	2,770.7	2,743.6	2,765.5	2,800.6	2,840.9	2,884.6	2,926.6	3.9%	1.3%
Organic beverages consumption	USD million	455.2	544.7	538.6	561.5	563.8	561.8	559.0	559.2	561.0	564.5	5.5%	0.0%
Organic packaged food and beverages consumption as a % of total health and wellness products consumption	%	20.9	20.7	20.1	19.0	18.1	17.9	17.7	17.5	17.4	17.2	-	-

1.8 ECONOMIC AND DEMOGRAPHIC DATA ²

Data type	Unit	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
total population	million	27.2	27.4	27.5	27.7	27.9	28.1	28.2	28.2	28.3	28.4
% of population in social class A, B or C (income above national average) ³	%	39.3	39.4	39.2	39.0	38.9	38.8	38.7	38.6	38.6	38.5
% Population aged 65+	%	19.6	19.9	20.1	20.4	20.5	20.7	21.0	21.2	21.5	21.7
% Population aged 0-14	%	17.1	17.0	16.9	16.7	16.5	16.2	16.0	15.7	15.5	15.3
% Population with higher education degrees	%	30.0	30.6	31.0	31.4	31.7	32.0	32.3	32.5	32.7	33.0
Average number of children per household	children	0.5	0.5	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
GDP per capita*	USD per capita	52,332.4	51,525.4	57,620.9	65,683.8	64,410.6	66,103.2	67,026.3	68,150.9	69,201.3	70,253.1
Consumer expenditure per capita (USD) ⁴	USD per capita	23,394.4	22,870.2	24,568.6	26,529.1	27,412.5	28,134.6	28,722.3	29,305.6	29,864.1	30,440.2
Consumer expenditure per capita on food and non-alcoholic beverages (USD) ^{3,4}	USD per capita	2,709.6	2,924.1	3,024.9	3,132.7	3,316.9	3,424.1	3,492.7	3,558.0	3,618.2	3,680.6

¹ Health and Wellness Definition: Health and wellness is the aggregation of organic packaged food and beverages, fortified/functional packaged food and beverages, naturally healthy packaged food and beverages, better for you packaged food and beverages and food intolerance products.

The above definition and more can be referenced from the [definitions](#) table at the end of the report.

² Economic and Demographic Data have been updated to reflect final 2024 estimates and therefore use 2024 as the base year for exchange rates and prices.

³ Excluding Iceland, as information is not available at this level for this country.

⁴ Historic current prices and forecast constant 2024 prices.

1.9 RETAILER AND CITY DATA

1.9.1 TOP 5 CITIES BY POPULATION

Data category	Rank	City/retailer	Population (million)
Top cities by population (2024)	1	Stockholm, Sweden	2.5
Top cities by population (2024)	2	Copenhagen, Denmark	2.2
Top cities by population (2024)	3	Helsinki, Finland	1.6
Top cities by population (2024)	4	Oslo, Norway	1.5
Top cities by population (2024)	5	Gothenburg, Sweden	1.1

1.9.2 TOP 5 GROCERY RETAILERS BY SALES ¹

Data category	Rank	City/retailer
Top grocery retailers by sales (2024)	1	ICA Gruppen AB
Top grocery retailers by sales (2024)	2	Axel Johnson AB
Top grocery retailers by sales (2024)	3	Norgesgruppen ASA
Top grocery retailers by sales (2024)	4	Reitangruppen AS
Top grocery retailers by sales (2024)	5	Coop Norge SA

Excluding Iceland as grocery retailer data is not available for the country.

1.10 UNITED STATES DEPARTMENT OF AGRICULTURE GLOBAL AGRICULTURAL TRADE SYSTEM DATA

1.10.1 TOP 5 EXPORT COMMODITIES TO SCANDINAVIA

Year	Country	Rank of Product/Commodity	Product/Commodity	Export Value (USD)
2024	Scandinavia	1	Organic Dates Fr/Dr	2,494,206
2024	Scandinavia	2	Organic Vinegar and Substitutes	195,732
2024	Scandinavia	3	Organic Asparagus Fr/Ch	116,965
2024	Scandinavia	4	Organic Strawberries Fresh	83,582
2024	Scandinavia	5	Organic Tomato Sauce Ex Ketchp	56,305
2024	Scandinavia	Total	Total Organics*	3,124,564
2023	Scandinavia	1	Organic Dates Fr/Dr	1,671,668
2023	Scandinavia	2	Organic Vinegar and Substitutes	256,416
2023	Scandinavia	3	Organic Coffee Roast Not Decaf	85,811
2023	Scandinavia	4	Organic Asparagus Fr/Ch	69,084
2023	Scandinavia	5	Organic Cherries Fresh	63,360
2023	Scandinavia	Total	Total Organics*	2,222,811
2022	Scandinavia	1	Organic Vinegar and Substitutes	313,073
2022	Scandinavia	2	Organic Tomato Sauce Ex Ketchp	115,147
2022	Scandinavia	3	Organic Head Lettuce Fr/Ch	70,530
2022	Scandinavia	4	Organic Berries Fresh	45,999
2022	Scandinavia	5	Organic Peas Fr/Ch	38,840
2022	Scandinavia	Total	Total Organics*	679,768
2021	Scandinavia	1	Organic Vinegar and Substitutes	267,555
2021	Scandinavia	2	Organic Berries Fresh	56,069
2021	Scandinavia	3	Organic Peas Fr/Ch	46,728
2021	Scandinavia	4	Organic Asparagus Fr/Ch	44,820
2021	Scandinavia	5	Organic Coffee Roast Not Decaf	35,000

2021	Scandinavia	Total	Total Organics*	499,165
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Note: Total organics is the sum of all exports in a particular year

2. STATIC IMAGES

2.1 ORGANICS DASHBOARD FROM PASSPORT

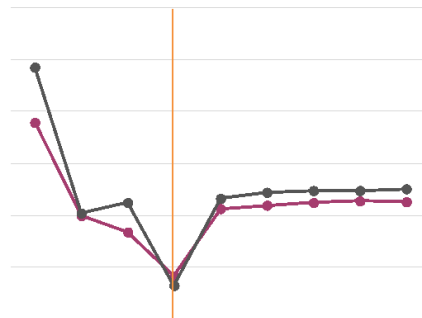
2.1.1 COUNTRY GENERAL OVERVIEW

Organic Scandinavian Countries

Quick Stats

Geography's actual rank vs other geographies

Scandinavian Countries	World
Market Size	
3,307.4	62,139.4
2023, USD million	2023, USD million
Per Capita	
506.8	7.7
2023, USD	2023, USD
Forecast Growth	
1.1%	2.2%
CAGR 2023-2028	CAGR 2023-2028
Constant, Fixed 2023 USD	Constant, Fixed 2023 USD



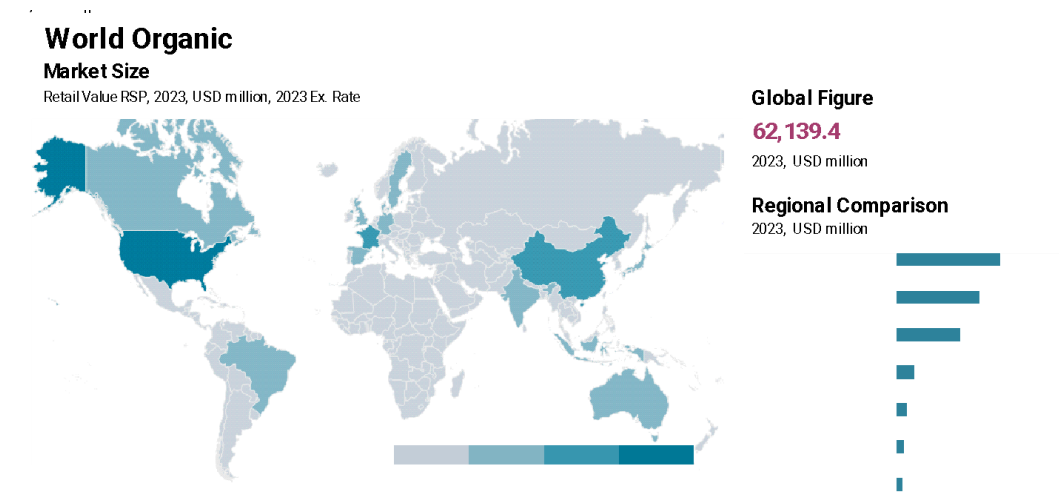
Top 3 Companies

Retail Value RSP, % breakdown

Arla Foods Amba	12.7
Midsona AB	4.0
Thise Mejeri Amba	3.5
Others	79.8

- Arla Foods Amba leads the organic segment in Scandinavia with a value share of 12.7% in 2023, followed by Midsona AB with a value share of 4.0% and Thise Mejeri Amba with a share of 3.5%.
- Scandinavia holds the largest consumption per capita of organic products worldwide, with Denmark being in the first place, and both Finland and France ranking in the first ten places globally.

2.1.2 MAP OVERVIEW



- Organic products in Scandinavia represent roughly 5.3% of global demand, despite having only 0.3% of the global population, making it an extremely high value market.
- The Scandinavian market for organic products is projected to increase in value at a CAGR of 1.1% over the forecast period 2023-2028, at 2023 constant prices and fixed US dollar exchange rates, reaching a value of US\$3,491.1 million by 2028.

3. DEFINITIONS

Term	Definition
Health and wellness	Health and wellness is the aggregation of organic packaged food and beverages, fortified/functional packaged food and beverages, naturally healthy packaged food and beverages, better for you packaged food and beverages, and food intolerance products.
Organic packaged foods and beverages	<p>This category includes packaged food and beverages that are certified organic by an approved certification body. Organic production is based on:</p> <ul style="list-style-type: none"> • A system of farming that maintains and replenishes soil fertility without the use of toxic and persistent pesticides and fertilizers. • Organic food and beverages are minimally processed, without artificial ingredients, preservatives or irradiation. • The use of GMOs (Genetically Modified Organisms) is prohibited. "Certified Organic" means the item has been grown according to strict uniform standards that are verified by independent state or private organizations. • Depending on the country, such products are called "organic", "biological" or "ecological". For organic products to be included under Euromonitor definitions, the organic aspect needs to form part of the positioning/marketing of the product. Organic packaged foods and beverages is the aggregation of organic baby food, bakery, confectionery, dairy, ice cream, oils and fats, ready meals, rice, sauces, dressings and condiments, snack bars, soups, spreads, sweet and savory snacks and other organic food. <p>Note that fresh food products or individual ingredients are not included in this definition.</p>
Compound annual growth rate (CAGR)	The compound annual growth rate (CAGR) is the average annual growth rate over a specified period of time. For example, the CAGR of consumption from 2019 to 2023 represents the average annual growth rate over those four years.
USDA GATS data clarification	The data presented in table 1.10.1 represents the dollar values of the top five organic commodities, as well as of the total organic exports of the trade partner for the period 2021-2024 as per the United States Department of Agriculture's Global Agricultural Trade System, a database consisting of international agricultural, fish, forest and textile products trade statistics dating from the inception of the Harmonized coding system in 1989 to the present.