

## UKRAINIAN FOOD & BEVERAGE COMPANIES TO SWEDEN

Your fast track to the Nordic market

Food Collective helps Ukrainian food and beverage producers enter and grow in Sweden, one of Europe's most structured, quality-driven and sustainability focused markets. In close collaboration with leading retail and foodservice partners we have launched Ukrainian products.

With strong market knowledge, hands on execution and a powerful network, we turn export-ready companies into successful Nordic suppliers.

### Why Food Collective?

Food Collective is a full-service commercial partner for brands aiming to scale in the Nordics.

Since 2019, we have supported both international and local producers with:

- Go-to-market strategy & sales execution
- Distribution & logistics
- Branding & marketing
- Regulatory compliance
- Business strategy & category expertise

Our strength lies in combining deep consumer insight with practical retail execution and a strong understanding of Nordic buyer requirements. Several Ukrainian products are already on Swedish shelves thanks to our work.

### The Swedish market – strong potential

Swedish grocery retail is dominated by ICA, Coop and Axfood (~90% of the market) and is defined by high standards in quality, sustainability, traceability and on-time logistics.

### Key demand areas include

- Dried goods & snacks
- Berries, honey & ingredients
- Oils & functional products
- Premium, innovative brands

**Our 5-step market entry process (9–12 months)**

1. Market readiness & qualification
2. Compliance, materials & samples
3. Retail & buyer engagement
4. Logistics setup & onboarding
5. Launch & expansion

**Ukrainian success stories**

- Agri Senco – oils & dried snacks
- Pan Fruit – freeze-dried berries
- Funny Sheep – innovative popcorn
- Sneco – crunchy cheese snacks

**What it takes to succeed in Sweden**

- Stable home market & export experience
- High product quality and competitive pricing
- Reliable production and logistics capacity
- Full EU compliance
- Flexibility to adapt packaging and messaging

**Ready for the Swedish market?**

We support export ready Ukrainian companies in understanding the market, making the right adaptations, reaching buyers and launching successfully.

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## MARKET RESEARCH & ANALYSIS OFFER FOR UKRAINIAN COMPANIES TO SWEDEN

### **Introduction**

Entering the Swedish food market requires deep understanding of consumer preferences, regulatory frameworks, supply chain dynamics, and competitive pressures. Our market research & analysis service provides clear, actionable insights tailored specifically to food and beverage companies looking to expand into Sweden.

### **Category & segment analysis**

Evaluation of the segment, growth, trends, maturity, profitability drivers, and regulatory landscape. This includes mapping key manufacturers, distributors, retailers, and emerging niche segments such as plant-based foods, functional foods, organic products, and convenience offerings.

### **Competitor benchmarking**

We benchmark both local and international food brands present in Sweden. This includes analysing product assortments, pricing strategies, distribution channels, and brand positioning to uncover market gaps your company can strategically fill.

### **Consumer profiling & segmentation**

Identification of what motivates Swedish consumers from taste preferences and sustainability expectations to price sensitivity, dietary trends, and purchasing triggers. This ensures your product and communication strategies resonate culturally and commercially.

### **Market entry feasibility**

Assessment of demand potential, competitive intensity, cost structures, retail requirements, logistics, and food-specific regulations such as labelling, safety standards, and import rules. You receive a clear recommendation on market viability and the optimal path to entry.

### **Pricing & positioning strategy**

Analysis of Swedish retail and/or foodservice pricing benchmarks, perceived value, and category dynamics. Based on this, we recommend a pricing and positioning strategy that strengthens your competitiveness and fits local expectations.

### **Distribution & channel analysis**

Evaluation of suitable channels including retail chains, specialty stores, HoReCa, e-commerce, distributors, and import partners. We assess each option's operational and financial implications to identify the most effective go-to-market model for your category.

## Deliverables

- Comprehensive written report in power point
- Executive summary with clear recommendations
- Market entry action plan tailored to food industry requirements



### Investment market assessment

Customized offering will be done according to the companies' goals and assortment.

## Why choose us

We combine deep local expertise with actionable recommendations. Every study is tailored to your category and growth ambitions, enabling confident decision-making and successful long term market presence.

We are looking forward to work with you and have a succesfull collaboration launching your products in Sweden!

Sincerely,

Jenny Peters | Business Growth Officer, Food Collective  
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