

CURRENT MEDIA[®]



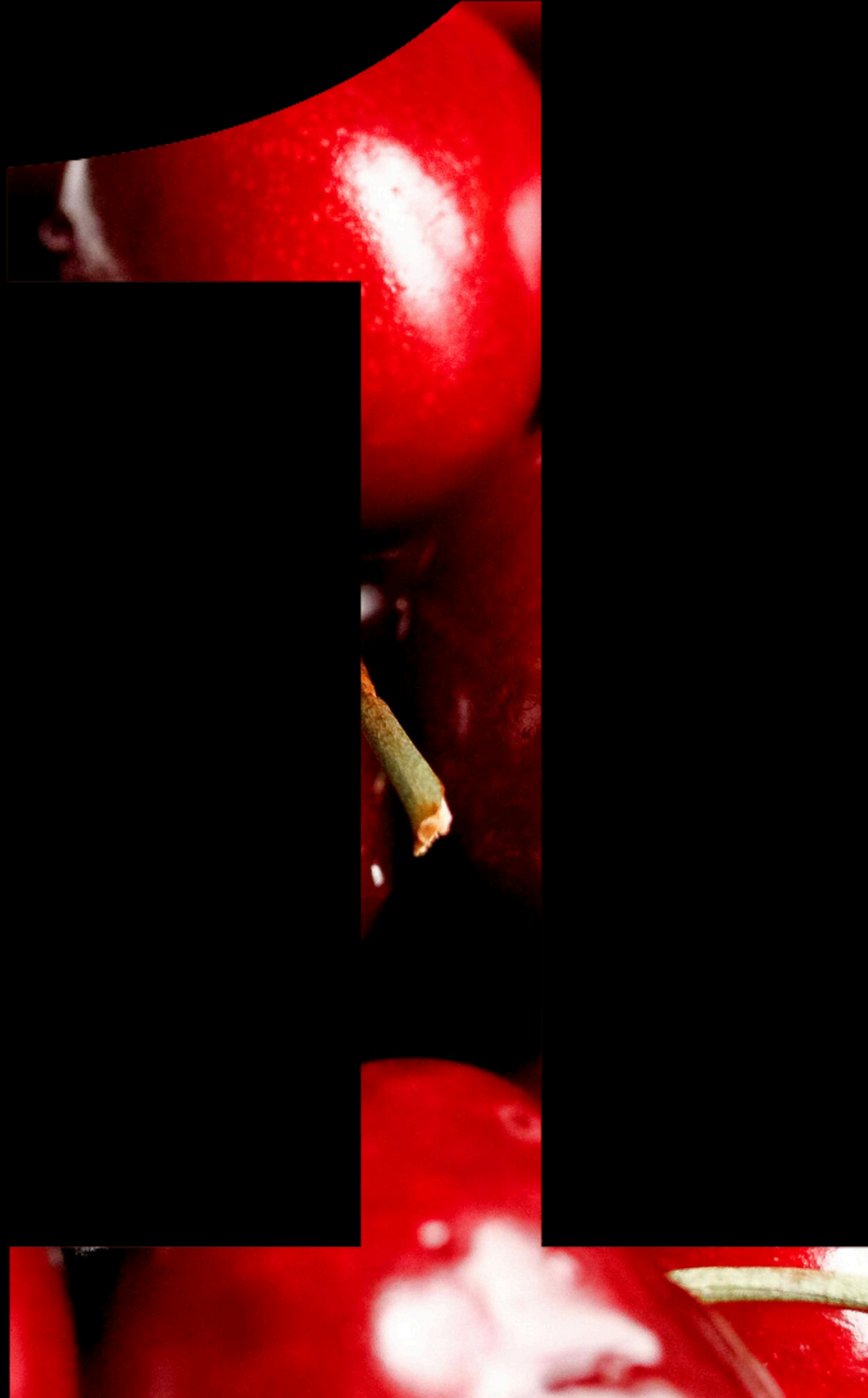
FMCG REPORT 2025

About the report

The Fast-Moving Consumer Goods (FMCG) sector in the Nordic region represents a dynamic and competitive landscape influenced by evolving consumer preferences, economic conditions, and digital transformation. This report examines key trends shaping the industry, highlights the impact of influencer marketing on consumer behaviour, and provides actionable recommendations for FMCG brands to thrive in this unique market.

1. **Consumer Insight**
2. **FMCG x Influencer Marketing**
3. **Current FMCG Trends**
4. **Conclusion**





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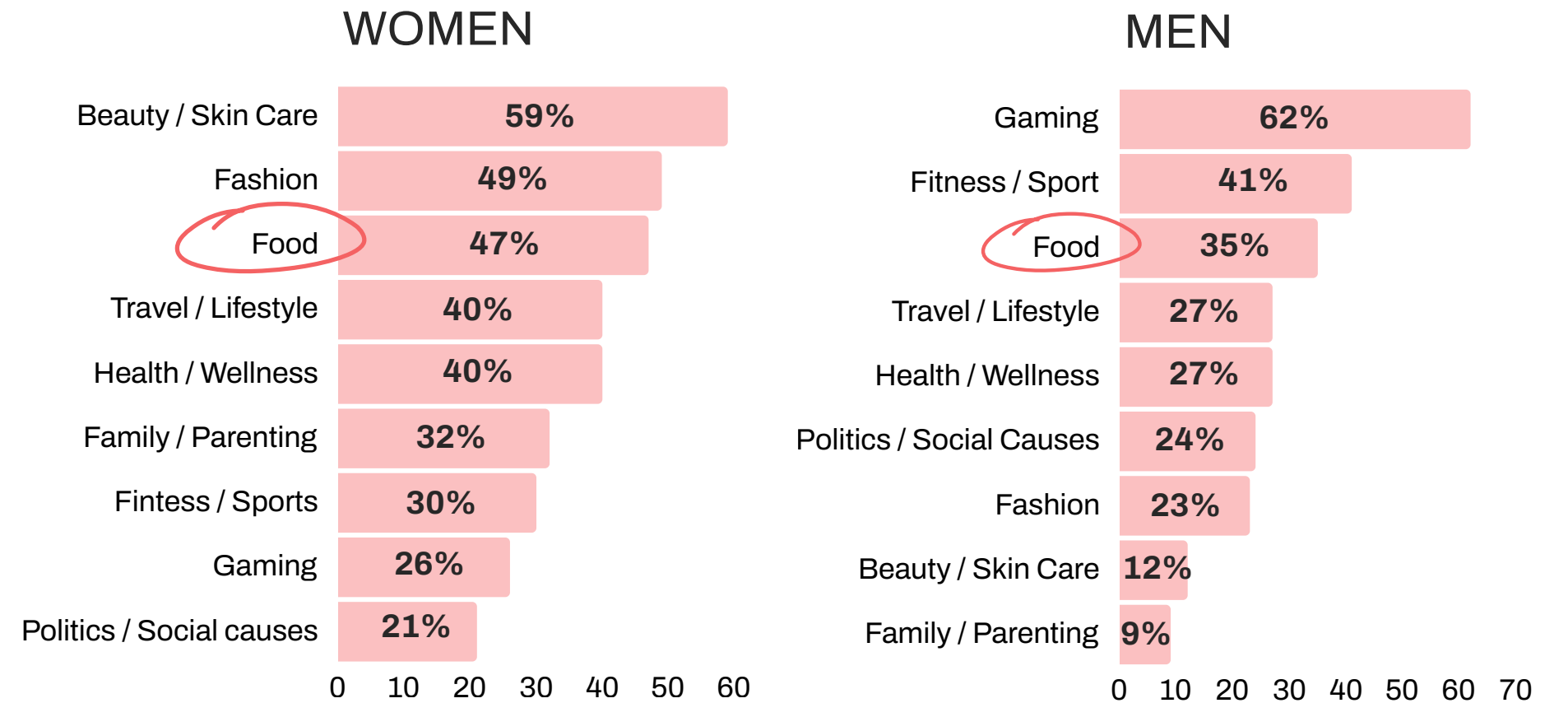
CONSUMER INSIGHTS

Social media x Inspiration

Social media has quickly emerged as a crucial platform for brand discovery, with food products ranking as the third most popular category for inspiration among both men and women.

This highlights the strong demand for FMCG products, which are valued not only as daily necessities but also as sources of entertainment and creative inspiration on social platforms.

Among all content, food and drink influencers stand out, capturing consumer attention most effectively, with 30% of users actively engaging with their posts.

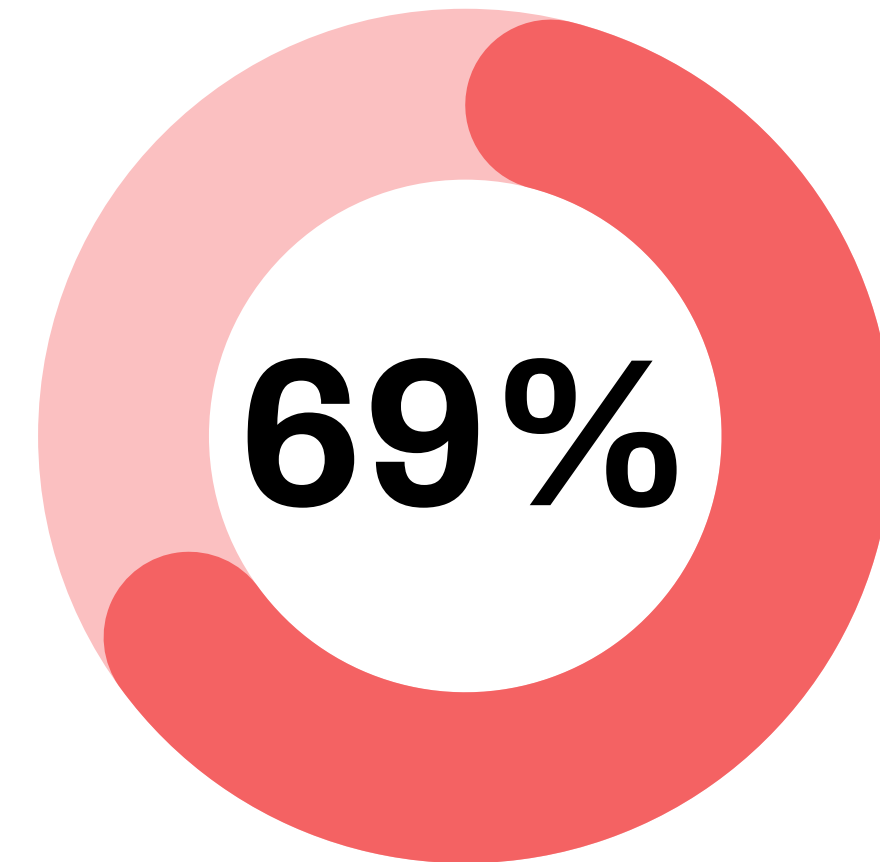


Influencer Impact on Purchase Behaviour

A huge 98% of the Nordic population is online, with 80% actively engaging on social media platforms. Yet, social media has grown far beyond its original purpose of connecting with friends and family. In Sweden 53% of people 16-64 now use social media to research brands and explore new activities.

Over the past 15 years, evolving online behaviours have driven the rise of influencer marketing as a powerful force in shaping consumer decisions. Studies show that three of four millennials trust influencers more than traditional brand advertising.

Additionally, younger generations spend an average of 2.5 hours per day on social media, reflecting the increasing role of these platforms and creators in shaping preferences and influencing purchases.



of consumers trust influencers more than brands

Influencer Marketing in ad spend

In 2024, influencer marketing investments across Europe reached \$4.78 billion USD, reflecting a robust 12.5% growth from the previous year. Although influencer-led campaigns currently make up only 2.9% of total digital ad spending, their impact is steadily increasing, with market share projected to rise by 7.39% annually through 2029.

On a per-capita basis, Swedes spent \$15.32 USD on influencer marketing in 2024, a figure projected to climb to \$21.99 USD by 2029, reflecting a 43.5% increase. This upward trend underscores the expanding role of influencers in Sweden's digital advertising landscape.

\$4,78b +12,5% YoY

USD spent on influencer marketing in Europe (2024)

3,3% +5,8% YoY

Influencer marketing share of total digital ad spend

Price Sensitivity and Economic Impact

In 2023, food prices in Europe surged by 12.8% due to inflation, which strained purchasing power and heightened price sensitivity. In Sweden, FMCG retail sales reached €83 billion, with Axfood, Coop, and Ica controlling 80% of the market.

Despite shifting shopping habits across the Nordic region, demand for local and sustainable products remained strong. However, younger European consumers were less willing to pay premium prices, with a 4-percentage-point decline in 2023 as they prioritised savings over sustainability.

As inflation eases in 2025, consumer spending is rebounding, creating opportunities for premium brands. Yet, price-conscious behaviors persist: 48% of Swedes now opt for store brands, while 41% of Danes actively seek FMCG promotions before purchasing.





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FMCG x
INFLUENCER
MARKETING

The evolution of Influencer Marketing in FMCG

Traditional advertising methods are losing their appeal as consumers increasingly prefer authentic, relatable content. Influencers have capitalised on this shift by building genuine connections with their audiences. Their ability to create trust and credibility allows FMCG brands to tap into their audiences in ways that traditional advertisements struggle to achieve.

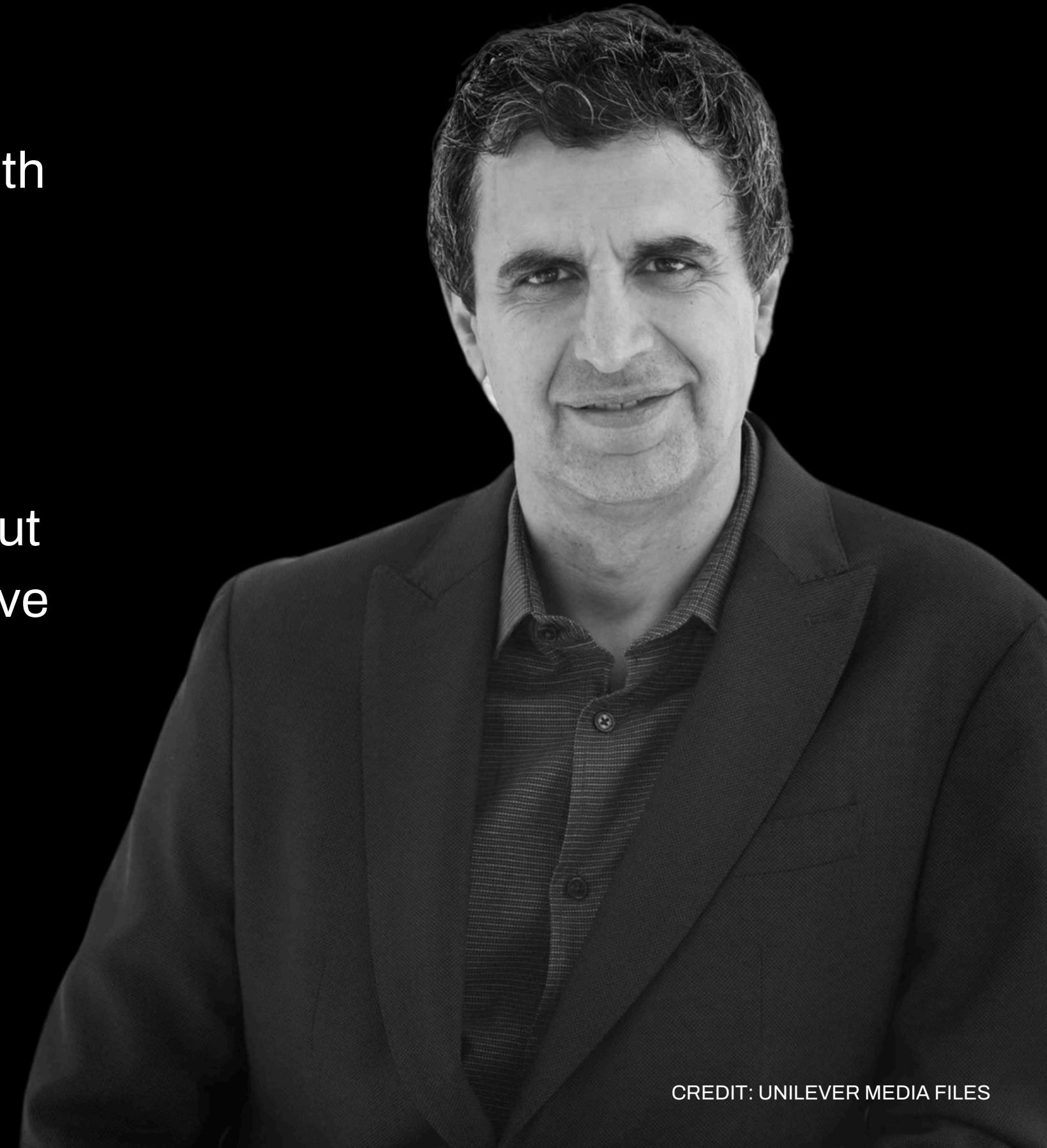
In this chapter, we will explore the critical ways influencer marketing can elevate FMCG brands, enhancing their marketing mix and driving impactful results.



“Today, brands, by definition and by default, are met with skepticism when their messages come directly from corporations.

There are two things I will drive like hell: desirability at scale and marketing systems with what others say about our brands at scale. Our spend on social media will move from 30% to 50% of our total spend. We will work with 20 times more influencers.”

- Fernando Fernandez, Global CEO at Unilever



Authenticity & engagement

One of the primary benefits of influencer marketing is its ability to foster trust and authenticity, qualities that traditional advertising often fails to deliver. Influencers have cultivated dedicated, loyal audiences, enabling brands to leverage these genuine connections and recommendations to attract new customers. McKingsey reports that word-of-mouth referrals generate twice as many sales as paid ads.

By tapping into established online communities, brands can directly engage with highly receptive users and target niche audiences more effectively.

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The human aspect

FMCG products often trigger impulse buys, where consumers are influenced more by desires and promotions than by strong brand loyalty. While many have preferred brands, their emotional attachment to these products is typically minimal. So, how can brands foster loyalty without large-scale investments?

One highly effective approach is to appeal to consumers' emotions. Picture someone scrolling through Instagram after work, when they see an influencer they trust trying a new crisp flavour. This sparks an immediate desire to try it themselves, prompting a stop at the local store. In fact, 69% of people trust influencer recommendations more than traditional ads.

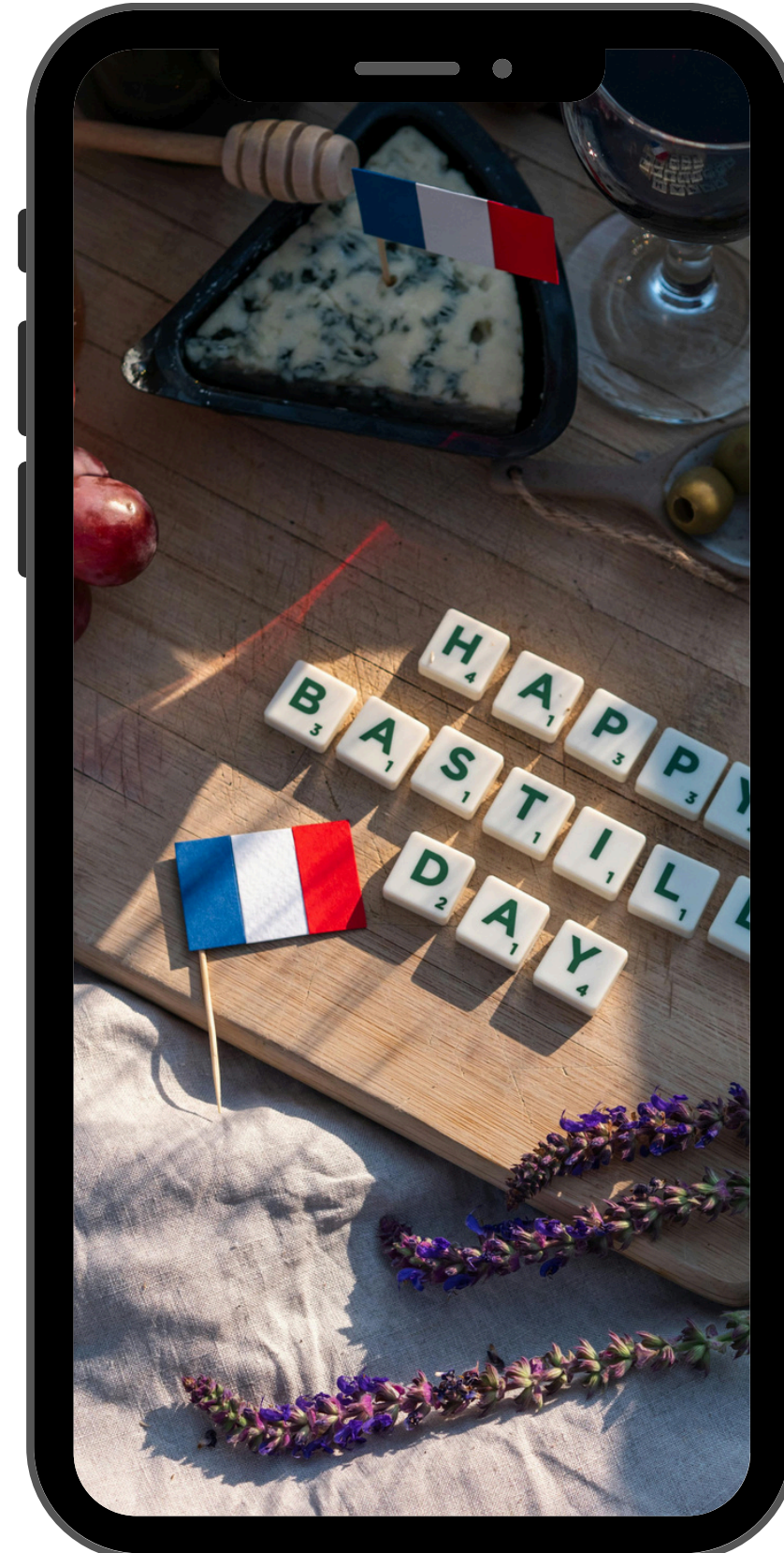
Influencer marketing is particularly powerful for launching new products or flavours, creating a sense of urgency and excitement. This is especially effective for limited-edition or seasonal items, where influencers amplify both demand and FOMO.

Influencers like Nikodemus Drömer have built substantial followings by testing products and sharing viral recipes, from new product flavours to the latest seasonal releases. Their ability to spark excitement and drive consumer behaviour highlights the impact of emotionally-driven, influencer-led marketing.

Precision Targeting

Influencers provide FMCG brands with the opportunity to connect with highly targeted demographics and niche communities. For example, a brand looking to reach eco-conscious millennials can partner with sustainability-focused influencers who share a similar audience. This ensures the content speaks directly to consumers already inclined toward environmentally friendly products, boosting campaign effectiveness by reaching those most likely to engage.

Moreover, influencer marketing offers the flexibility to incorporate social and cultural values unique to different markets. For instance, Norwegian influencers may present a product in a way that resonates with their audience, while Finnish influencers could tailor their approach to better align with local preferences. This adaptability allows brands to effectively connect with diverse consumer bases and navigate varying market dynamics.



UGC & IGC

One of the fastest-growing trends for 2025 is the rise of User Generated Content (UGC) and Influencer Generated Content (IGC). These types of content, created by everyday consumers, include photos, videos, and reviews that highlight real experiences with a brand's products. By offering authentic social proof, UGC and IGC make products more relatable and trustworthy.

For example, in January 2024, Unilever tapped into the growing cleaning and organising trend by teaming up with TikTok under the hashtag #CleanTok. The company collaborated with over 100 creators to share a range of cleaning tips and organising videos, leveraging the power of community-driven content.





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CURRENT FMCG
TRENDS IN THE
NORDICS

Health and mood boosters

In 2025, Nordic consumers are becoming more health-conscious, aligning with the global wellness surge projected to surpass \$1.8 trillion by 2024. In Sweden, 9% of consumers plan to increase their spending on fitness and wellness, while 20% are prioritising healthier eating habits.

In 2025, mental well-being is just as important as physical health, with better sleep, stronger connections, and hydration playing key roles alongside exercise. This shift is evident in the FMCG sector, where consumers seek foods that boost mood and promote healthy habits. Ingredients like lemongrass and bergamot offer calming effects, while bold flavors like Calabrian chili add excitement. Younger shoppers especially are attracted to adventurous, story-rich flavours that go beyond traditional comfort foods.



Food-to-go and Meet the Brands

After a decline in food-on-the-go consumption during the pandemic, this market is making a strong comeback as more people return to the office. The rise in single-person households has also fueled demand for quick and convenient meals. In Europe, the food-on-the-go sector is projected to grow by 8% over the next five years, while grocery retail is expected to see a more modest increase of around 3%.

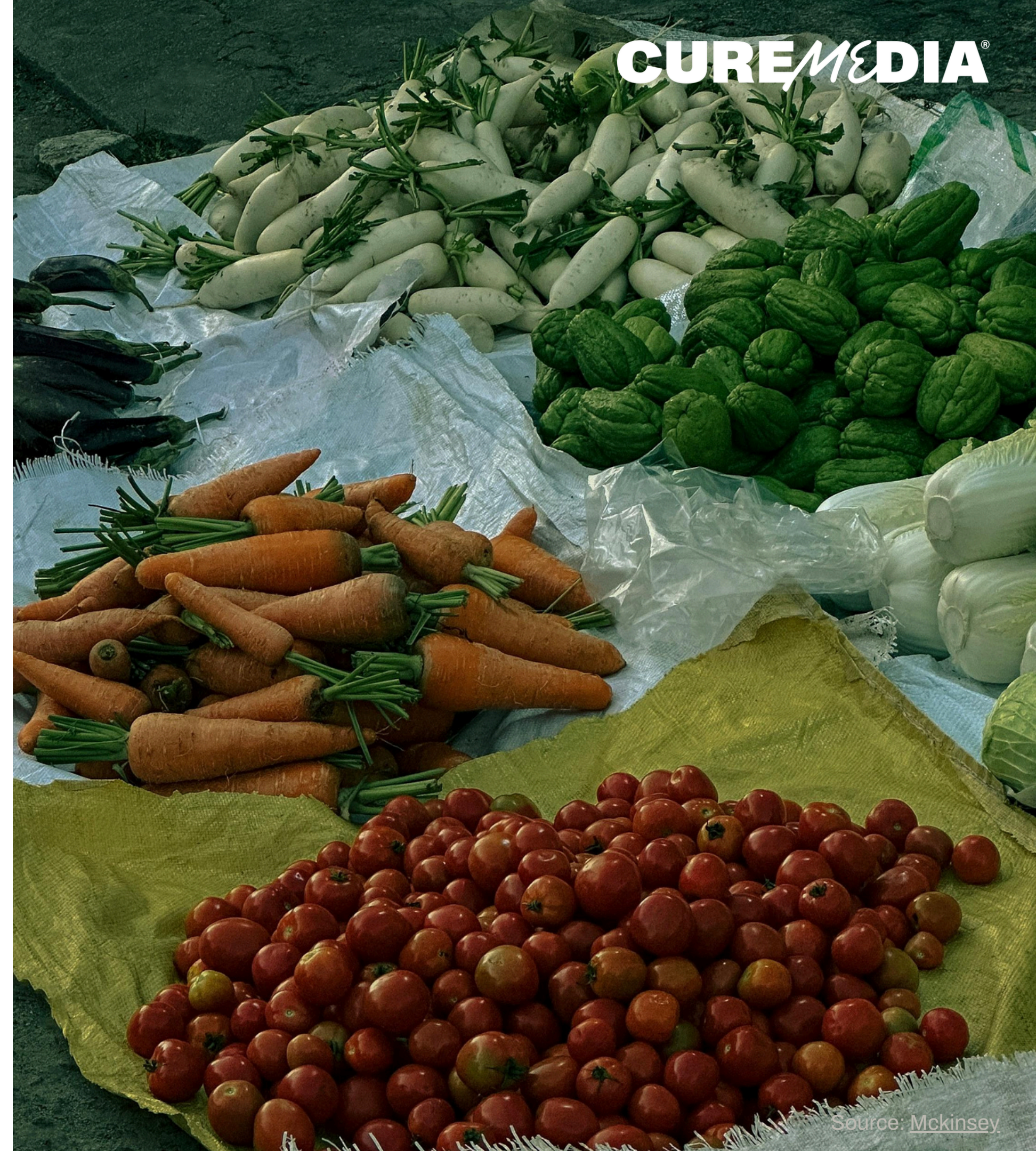
A growing trend within this space is the expansion of market reach through in-store offerings, such as sit-down areas in convenience stores like 7-Eleven and dining options in grocery stores, including restaurants and wine bars.

Delivery services like Foodora and Uber Eats are also making grocery deliveries a convenient choice for consumers. In addition to food brands, high-end fashion labels like Louis Vuitton and Prada are tapping into this trend by introducing cafés in their stores. These offerings allow customers to engage with the brand in a new way through food and beverages, helping to strengthen brand identity and build deeper connections with consumers. "Meet the brand" is becoming a popular approach, where customers connect with the brand on a more personal and experiential level through these unique offerings.

Sustainability and Eco-Friendly Products

Sustainability is a key driver of consumer behaviour in the Nordics, with eco-conscious shoppers increasingly favouring environmentally friendly products. Research shows that many Nordic consumers are willing to pay a premium for sustainable options, reflected in a 15% rise in organic product sales during the first half of 2024 after the inflation has settled down. Additionally, 70% of Nordic consumers prefer products labeled as locally sourced.

In 2024, 38% of consumers have chosen a product over another because of its environmental impact.



Cross industry collaborations

Cross-industry collaborations allow brands to reach new audiences, create exclusive products, and boost their credibility. By partnering with companies outside their sector, brands can tap into fresh customer segments, increase their visibility, and generate excitement through unique offerings or joint products. These collaborations also allow brands to combine expertise, share resources, and reduce costs while driving media attention and organic buzz. Overall, strategic partnerships help brands stay relevant, innovative, and grow in a competitive market.

One successful example was the Heinz x Absolut Tomato Vodka Pasta Sauce, where they tapped into one of the biggest TikTok recipe trends of 2020, the viral vodka pasta. Their collab tomato sauce launched in the UK and sold out in just 4 days.



Nostalgia

Over the past year, there has been a notable surge in products and advertisements celebrating iconic designs and campaigns from the past. A prime example is IKEA's recent collection, which highlights their most iconic pieces from the 1900s. This nostalgia-driven trend is also gaining traction in the FMCG industry.

In today's fast-paced digital landscape, where new products launch almost weekly, many consumers are gravitating toward familiarity and nostalgia. In fact, 18% of people actively seek out products and recipes from their childhood as a source of comfort.

This shift extends to traditions and cultural moments, with a growing emphasis on returning to traditional practices. These moments are becoming more significant as safe spaces to gather with loved ones, offering a respite from constantly changing industry trends. They also provide opportunities to celebrate and experience the richness of other cultures' traditions.

Influencers like Nara Smith have embraced this movement, showcasing the art of cooking and baking from scratch. By doing so, they contribute to a broader narrative of tradition, sustainability, and the value of slow, mindful living.



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CONTENT TRENDS & FORMATS

Overarching content trends

- Cross-industry collaborations, e.g food and fashion
- Holistic and personalised nutrition, for mental and physical health.
- Rule Rebellion, consumers seek brands that embrace imperfection and defy food norms.
- Cross-culture curiosity.
- Over-the-top table settings.
- Community and belonging

FLAVOURS

- Inventive flavours and fusion foods.
- Snacks, especially “Swicy” combinations.
- Aquatic Ingredients.
- Pickle flavour everything.



Content formats

CONTENT FORMATS

- Authentic Cooking Tutorial, **see inspo.**
- Mix in food in other contexts, **see inspo.**
- 'Top lists' and recommendations, **see inspo.**
- Show you actually eat the food, ASMR, recommendations etc. **see inspo.**
- Showing that you care for community and belonging, **see inspo.**





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CONCLUSION

Conclusion

The Nordic FMCG sector is evolving rapidly, driven by digital trends, influencer marketing, and shifting consumer priorities. Social media plays a crucial role in brand discovery, with influencers shaping purchasing decisions and driving engagement. Key trends like health-conscious consumption, sustainability, and nostalgia are reshaping the market, while economic shifts continue to influence price sensitivity.

To stay competitive, FMCG brands must prioritise authenticity, emotional connections, and targeted influencer partnerships. By embracing these strategies, they can adapt to changing consumer behaviors and drive long-term growth in the region.



About Cure Media

Cure Media is a data-driven influencer marketing agency that combines cutting-edge technology with human expertise to deliver bold, stand-out campaigns with measurable results. Since 2014, we've partnered with major global brands in the beauty, fashion, and lifestyle industries, executing thousands of tailored influencer activations.

With award-winning tech and always-on strategies, we focus on the right blend of influencers and data-driven decision-making to help brands achieve goals like entering new markets, boosting ROI, and strengthening their brand presence. Our ability to deliver impactful, distinctive results has made us a trusted partner for some of the world's leading brands.



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