

Changing eating habits are reshaping when and how we eat

Breakfast, lunch, and dinner are still the main meals of the day, but more people are also eating smaller meals throughout the day. Faster and more flexible choices are becoming more common, particularly among younger people. According to Lantmännen Unibake, this is changing both when bakery products are eaten and what people look for. European consumer studies from 2026 point in the same direction.

With bakery operations in around 20 countries and sales in more than 60 markets, Lantmännen Unibake follows changing eating habits around the world. The company sees the distinction between snacks and meals becoming less clear, while taste, nutritional value, and convenience remain important.

European consumer studies from 2026 show a similar trend – food on the go is common, and snacks are increasingly used as alternatives to traditional meals.

“We see that younger consumers in particular are increasingly looking for quick and filling options that fit a more flexible lifestyle. This means bakery products need to work for more occasions throughout the day,” says Albin Kammars Larsson, Category Manager at Lantmännen Unibake.

This trend will also be reflected in Lantmännen Unibake’s fall range – including new breads and BiteClub by Bonjour, with pizzas, pizza rolls, and paninis for smaller meals throughout the day.

Facts and additional information

McKinsey’s 2026 European survey covers approximately 14,600 adults in 14 countries, including Sweden, and shows that younger consumers are more likely to eat food on the go.

A 2026 study by Innova Market Insights also indicates that snacks are increasingly being used as alternatives to meals, particularly among Gen Z (approximately ages 18–29) and millennials (ages 30–45).

For more information

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About Lantmännen

About Lantmännen: Lantmännen is an agricultural cooperative and Northern Europe’s leader in agriculture, bioenergy and food products. Owned by 17,000 Swedish farmers, Lantmännen has more than 10,000 employees, operations in over 20 countries and an annual turnover of SEK 60 billion. With grain at the heart of the operations, Lantmännen refines arable land resources to make farming thrive. Some of Lantmännen’s best-known food brands are AXA, Kungsörnen, Scan, GoGreen, FINN CRISP, Schulstad and Vaasan. The company is founded on the knowledge and values acquired through generations of farmers. By engaging in research, development and operations throughout the value chain, Lantmännen takes responsibility from field to fork.

For more information: www.lantmannen.com