

ECR Trade Windows

2025

Recommendation for product range revisions in the Swedish grocery industry, convenience sector, and pharmacy market

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1 Background

In the autumn of 2000, ECR Sweden appointed an industry-wide working group to develop a recommendation for a model for product range revisions in the Swedish grocery industry, convenience sector and pharmacy market (referred to as industry players below). The aim was to increase customer benefit and industry efficiency.

The recommendation itself is not intended to affect the decisions made by each industry player concerning product range revisions.

Each year, the ECR Sweden Steering Committee asks the industry-wide working group to evaluate the current year's Recommendation to draft a proposal for the following year's Recommendation.

For information, ECR Sweden Steering Committee discussed and adopted, at its meeting on 21th of March, the "ECR Trade windows 2025 Recommendation for product range revisions in the Swedish grocery industry, convenience sector and pharmacy market" ("**Recommendation 2025**").

2 ECR's recommendation and definitions

This Recommendation covers the product ranges available with the industry players. It divides the product range into several revision areas and contains a number of revision points ("ECR Trade windows"). The time of the product range revision point is called the "revision week". A timetable for product range revisions is also included in the Recommendation.

Revision area: ECR's recommended categorization of product ranges/trade items.

Revision point: Refers to the date a revision area can be launched or phased out.

2.1 The ECR Recommendation includes:

Both branded and private label items are covered by this Recommendation.

Covers	Does not cover
<ul style="list-style-type: none">• In-items (trade items not previously listed in a chain's/concept's product range)• Out-items (trade items that have been removed from a chain's/concept's product range)• All revision areas under Extension 4• Items that are given a new GTIN (Global Trade Item Number or GS1 Item Number)	<ul style="list-style-type: none">• Price changes• Décor/design changes• Seasonal (Temporary trade items that are not included in the planogram, e.g. seasonal items or limited edition items)

3 Relevant websites for more information

- gs1.se
- ecr.se

See also links to relevant documents/guides on page 5 and 6.

4 Drafting the 2025 Recommendation

Representatives from the various revision areas were contacted to compile experiences and comments on the 2024 Recommendation.

Each group includes both retail and supplier representatives. A list of the groups involved in this process is provided in Extension 1. (This is not a complete list of all individuals involved. For more detailed information, please contact the relevant group coordinator).
Suppliers that wish to be involved in the process can contact a representative from the ECR Trade Window workgroup (see Extension 2)

5 The 2025 Recommendation

5.1 Decisions of Recommendation for 2025

- ECR Time Window 2025 will be published April 5th 2024 on ecr.se.

6 Revision process, in-items/out-items – Overview

Guide to streamline product launches

ECR Sweden has published a guide on how trade and suppliers can maintain the supply chain in the event of new product launches in the grocery trade. The guide helps the parties to ensure the quality of the work with an effective launch process with respect to sourcing and service levels. (For more info, see the link below) Only available in Swedish. <http://www.ecr.se/guide-till-effektivare-lanseringar>

The following basic timetable applies for a trade item launch. This includes administrative procedures and rules. New or outgoing items, must be notified no later than v.1 (-15 weeks).

NOTE: A red box indicates the absolute final date to complete each activity.

*) Note that if a quality assurance is not approved, it must be re-done and approved before the final date.

	Weeks before in-store launch:	-15	-14	-13	-12	-11	-10	-9	-8	-7	-6	-5	-4	-3	-2	-1	0
No.	Activity week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1	Suppliers must notify customers and submit item information according to the implementation guide* for item notification (may exclude food information). (See link under Step 1 below)																
2	Supplier presentation for chain/concept																
3	Product range listing decision																
4	Complete trade item information including food information and the product image (marketing and planogram image) shall be sent for quality assurance*. See note. In this step, suppliers must order quality assurance in accordance with the GS1 standard (See link under Step 4 below)																
5	Trade item information & product images must be quality assured and approved in accordance with the GS1 standard																
6	Detailed product range listing decision to supplier as well as a dialogue between the chain and supplier about forecasts																
7	Quality assurance of bar code must be approved according to GS1 standard																
8	Preparation for launch/phase out																
9	Start of implementation onto store shelves																

The following text describes the steps, in accordance with above, in more detail. Reference is also made to some links that it is important to comply with for the launch to be effective.

Please note that the dates in the ECR process must be regarded as the absolute last date to complete the steps for the assortment revision. Suppliers are encouraged to take action as soon as the information is available. It can be difficult to reach support and central administration for the trading parties when the deadline approaches.

Step 1: Week 1

The supplier notifies/registers with customer and sends in trade item information according to the implementation guide* (see link below in Swedish) for item notification. (May exclude food Information). If complete trade item information is ready, this is sent in now. (Note! Can be done ahead of week 15).

Guide for item notification

http://www.gs1.se/globalassets/artikelinformation/artikelavisering_implemteringsguide.pdf

Guide for item delisting

<https://gs1.se/wp-content/uploads/sites/2/2022/04/guide-for-avlistning-av-produkt.pdf>

Step 2: Weeks 3 – 4

Supplier presents trade item with product sample, and product information to chain/concept.

Step 3: Weeks 5 – 8

Product range listing decision to suppliers shall be based on the information the provider presented in the item notification, provided it is approved in accordance with step 5 (see below).

Step 4: Weeks 1 – 9

Complete trade item information including food information and product image (marketing and planogram image) shall be sent for quality assurance*. In this step, suppliers must order quality assurance in accordance with GS1 standards.

Link in Swedish for more information: <https://validoo.se/service/kvalitetssakring/>

Step 5: Weeks 1 – 10

Product information, measurements and product images must be quality assured and approved in accordance with the GS1 standard.

Link in Swedish for more information: [Instruktioner för varuprov - Validoo](#)

Step 6: Weeks 9 – 11

Detailed listing message including item number to suppliers, as well as a dialogue between the chain and supplier about forecasts.

Step 7: Weeks 1 – 13

Bar code must be quality assured and approved in accordance with the GS1 standard. This should be done as soon as possible in the revision process to minimize the risk of detecting problems with the barcode late on in the process and not having time to take action before launch.

Step 8: Weeks 9 – 15

Preparation for launch or phase out of trade item and implementation of activities e.g. planogram, product acquisition, sell-in at stores, etc.

Step 9: Week 16

Start of implementation of product range change on store shelves –items in or out.

6.1 Procedure for changes in allergens

The EU Regulation on the provision of food information to consumers (EU1169/2011) requires that product information be the same for online sales as it is in physical stores. Since a product is identified by its GTIN, there is currently no other way to handle this than to change the GTIN when important ingredient changes are made.

This results in the following launch process for allergen GTIN changes:

Weeks before in-store launch:		-15	-14	-13	-12	-11	-10	-9	-8	-7	-6	-5	-4	-3	-2	-1	0
No.	Activity Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
1	Supplier sends in complete trade item information, including Food and Beverage Information.																
2	Product range listing decision																
3	Trade item information, measurements and images must be quality assured and approved according to GS1 standard.																
4	Bar code must be quality assured and approved according to GS1 standard.																
5	Preparation launch (phase in/out incl. date for product range revision)																
6	Implementation onto store shelves (at established product range revision point)																

6.2 Product range revision plan 2025

Also, see related links* found in the respective steps on pages 5 and 6

ECR Trade Window 2025 – Product range revision plan

Step in process	Jan	Feb	Mar	Apr	May	Aug	Sept	Sept	Oct
Revision week:	4	7	11	15	20	34	37	40	42
1. Suppliers must notify customers and submit item information according to the implementation guide* for item notification (may exclude food information).	27-Sep 39	18-Oct 42	15-Nov 46	13-Dec 50	24-Jan 4	4-Apr 14	02-May 18	23-May 21	05-June 23
2. Supplier presentation for chain/concept	18-Oct 42	08-Nov 45	06-Dec 49	17-Jan 3	14-Feb 7	02-May 18	23-May 21	13-June 24	04-July 27
3. Product range listing decision	15-Nov 46	06-Dec 49	17-Jan 3	14-Feb 7	14-Mar 11	30-May 22	27-June 26	08-Aug 32	22-Aug 34
4. Complete trade item information including food information and the product image (marketing and planogram image) shall be sent for quality assurance*. See note. In this step, suppliers must order quality assurance in accordance with the GS1 standard	22-Nov 47	13-Dec 50	24-Jan 4	21-Feb 8	21-Mar 12	05-Jun 23	04-July 27	15-Aug 33	29-Aug 35
5. Trade item information & product images must be quality assured and approved in accordance with the GS1 standard	29-Nov 48	20-Dec 51	31-Jan 5	28-Feb 9	28-Mar 13	13-June 24	01-Aug 31	22-Aug 34	05-Sep 36
6. Detailed product range listing decision to supplier as well as a dialogue between the chain and supplier about forecasts	06-Dec 49	10-Jan 2	07-Feb 6	07-Mar 10	04-Apr 14	27-June 26	08-Aug 32	29-Aug 35	12-Sep 37
7. Bar Code must be quality assured and approved in accordance with the GS1 standard. Note new routine from revision week 11.	20-Dec 51	24-Jan 4	21-Feb 8	21-Mar 12	25-Apr 17	01-Aug 31	22-Aug 34	12-Sep 37	26-Sep 39
8. Preparation for launch/phase out	13-Jan 3	03-Feb 6	03-Mar 10	31-Mar 14	05-May 19	11-Aug 33	01-Sep 36	22-Sep 39	06-Oct 41
Revision area	Jan	Feb	Mar	Apr	May	Aug	Sept	Oct	Nov
Revision week, 2024	4	7	11	15	20	34	37	40	42
Revision date, 2024	20-Jan	10-Feb	10-Mar	07-Apr	12-May	18-Aug	08-Sep	29-Sep	13-Oct
1. Dairy		X					X		
2. Juice/Nectar		X					X		
3. Cheese		X			X		X		
4. Charcuterie, meat, bird and deli			X				X		
5. Chilled Vegetarian Products			X				X		
6. Chilled ready meals, meal supplements			X				X		
7. From the sea			X				X		
8. Fresh bread, soft buns		X					X		
9. Dry biscuits, crackers, hard bread		X					X		
10. Frozen food & Ice Cream			X					X	
11. Hot drinks and related items		X				X			
12. Cold drinks	X			X			X		
13. Snacks	X					X			
14. Confectionery		X			X		X		
15. Fruit & Berries, Desserts	X					X			
16. Cereals, muesli, porridge	X					X			
17. Canned food, soups			X					X	
18. International food	X					X			
19. Flavourings		X				X			
20. Pasta, rice, mashed potato				X				X	
21. Baking & sweetening products			X					X	
22. Food hypersensitivity				X					X
23. Child care				X					X
24. Animal				X				X	
25. Laundry, cleaning, dishwashing			X				X		
26. Paper				X				X	
27. Disposable items			X			X			
28. Candles, napkins and disposable items	X					X			
29. Hair care	X					X			
30. Body care, facial care, shaving products, toiletries			X				X		
31. Oral care	X					X			
32. Intimate care		X						X	
33. Make up	X				X	X			
34. Health	X					X			
35. Non-prescription drugs			X			X			
36. Tobacco	X				X			X	

Weekends, holidays, and influencing events have been taken into account. The following routine has been established to ensure that new trade items launched are included in the correct revision area:

– When a supplier introduces an entirely new trade item, the supplier may suggest a revision area to which the item should belong

7 Follow-up

The “ECR Trade windows 2025 for product range revisions in the Swedish grocery industry, convenience sector and pharmacy market” Recommendation includes a provision for monitoring and evaluating the Recommendation.

Please contact a member of the ECR Retail Demand work group if you and your company have experiences of, or comments on, the Recommendation. It is very important that everyone who has proposals, experiences, etc. (both positive and negative) be in touch. The same applies if you wish to participate in any of the reference groups

Extension 1 – Representatives from Retailers and Suppliers

(Bold in Retail = coordinator for category)

		Supplier				Retailer	
				Name			
		Name	Company		Company		
1	Diary	Victoria Murray	ArlaFoods	Katarina Karlsson	Coop		
		Fredrik Seydlitz	Skånemejerier	Maria Slars Paulsson	ICA		
		Johannes Eriksson	Norrmejerier	Emilie Richter	Axfood		
		Simon Karlsson	Valio				
2	Juice/Nectar	Sara Emanuelsson	Kiviks Musteri	Eda Uysal	Axfood		
		Jörgen Hansen	Skånemejerier	Beatrice Pössl	Coop		
		Peter Haedge	Eckes Granini	Linda af Kleen	ICA		
3	Cheese	Victoria Murray	ArlaFoods	Oskar Rova de Castro	Coop		
		Pinja Vyorykka	Mondelez	Helene Eriksson	ICA		
		Lina Jonsson	Norrmejerier	Johan Robb	Axfood		
		Patrik Löfving	Skånemejerier				
4	Charcuterie, meat, bird and deli	Per Fahrman	HKScan	Majsan Pense	Coop		
		Jesper Yttreus	Atria	Peder Ahlberg	ICA		
		Peter Forsell	Kronfågel	Fredrik Sundblad	Axfood		
		Erik Palmstedt	Danish Crown Foods				
5	Chilled Vegetarian Products	Oscar Jonsson	Midsona	Malena Nylin	Coop		
		Jens Asp	Quorn Sverige	Amanda Ivarsson Lundgren	ICA		
		Joecline Lu	Yi-Pin Soya/Nordic Green Food	Gunilla Åsard	Axfood		
		Per Fahrman	HKScan				
6	Chilled ready meals, meal supplements	Anna Lind	Foodmark AB	Lenita Aronsson	Coop		
		Christoffer Hellberg	Orkla Foods Sverige	Daniel Wallin	ICA		
		Patrik Ekman	Lantmännen Cerealia	Maud Brinnen	Axfood		
7	From the sea	Ulrica Wahlund	Marenor	Anita Hessler	Coop		
		Petronella Dahlerus	Orkla Foods Sverige	Alexandra Appeltofft	ICA		
		Axel Myrhed	Korshags	Markus Pettersson	Axfood		
		Adam Bagå	Bröderna Hansson				
8	Fresh bread, soft buns	Andreas Gleerup	Pågen	Sofia Blomstrand	ICA		
		Robert Häll	Fazer Bageri	Lenita Aronsson	Coop		
		Catrin Zetterlund	Polarbröd	Tore Zander	Axfood		
		Alexander Laring	Polfärskt	Anna Grauers	ICA		
		Josef Nordgren	Lantmännen				

		Jimmy Riberus	Dafgårds		
9	Dry biscuits, crackers, hard bread	Harry Hed	Orkla C&S	Lenita Aronsson	Coop
		Søren Larsen	Bisca	Anna Linden	ICA
		Pinja Vyorykka	Mondelez	Richard Norrgård	Axfood
		Lars Wallin	Wasabröd/Barilla Sverige		
		Eva Terbrant	Midsona		
		Filip Rasmusson	Scandinavian Trading		
10	Frozen food & Ice Cream	Linus Alm	SIA Glass	Ida Blidsell	ICA
		Johan Fagerström	Triumfglass		
		Carl Ahlinder	Unilever Sverige AB	Ulrika Keber	Coop
		Martin Tregert	Orkla Foods Sverige	Kalle Hägglund	Axfood
		Björn Westberg	Findus		
		Peter Forsell	Kronfågel		
		Per Fahrman	Scan		
11	Hot drinks and related items	Jonas Evergren	Ekaterra	Pernilla Georgsson	Coop
		Peter Noreklint	Jacobs Douwe Egberts	Christina Sjö Dahl	ICA
		Patrik Gustafsson	Löfbergs	Josefine Rothoff	Axfood
		Fredrik Revera	Arvid Nordquist		
12	Cold drinks	Jessica Lundmark	Carlsberg	Tini Sunmark	Coop
		Annika Tjemström	Coca-Cola Europacific Partners	Björn Tilly	ICA
		Johan Weldeus	Red Bull	Niklas Erngård	Axfood
		Fredrik Axné	Spendrups	Mattias Eriksson	Reitan
		Oscar By	Vitamin well		
13	Snacks	Mikael Dahl	Estrella	Krister Grudd	Coop
		Helena Holmberg	Orkla Confectionery & Snacks	Loretta Bexelius	ICA
		Björn Belfrage	Cloetta Sverige AB	Natalie Tökke-Essen	Axfood
		Fredrik Stagmo	Svenska lantchips		
		Katarina Berggren	Brynild Gruppen		
14	Confectionery	Anders Hansson	Mars Sverige	Pernilla Georgsson	Coop
		Celina Bellini	Mondelez Sverige AB	Carolina Hägg-Kastman	ICA
		Anders Malmström	Cloetta Sverige AB	Emily Peyda	Axfood
		Joakim Theorén	Fazer Konfektyr	Mattias Eriksson	Reitan
		Marcus Grönvall	Orkla Confectionery & Snacks		
		Johan Andersson	Lindt		
15	Fruit & Berries, Desserts	Benny Hjalmarsson	Arvid Nordquist	Ulrika Keber	Coop
		Hanna Evers	Orkla Foods	Loretta Bexelius	ICA
		Emma Andersson	Ferrero/Nutella	Mikael Spala	Axfood
		Rolf Krügel	Semper		
16	Cereals, muesli, porridge	Eric Holmström	Lantmännen Cerealia AXA	Eva Virtanen	Coop
		Fredrik Revera	Arvid Nordquist	Matilda Näslund	ICA

		Karla Estafania Luz	Orkla Foods Sverige	Therese Håkansson	Axfood
17	Canned food (meat, fish, seafood, vegetables, ready meals), soups	Bo-Arne Nilsson	Orkla Foods Sverige	Ulrika Keber	Coop
		Emil Olsson	Di Luca	Hanna Pihl	ICA
		Ortlieb, Fredrik	Unilever Sverige AB	Ulf Nilsson	Axfood
		Peter Freby	Granoloro/ Matric		
		Sandra Persson	The GB Foods		
18	International Food	Emma Ekbohm	Paulig	Eva Virtanen	Coop
		Susanna Sjögren	Haugengruppen	Sara Fors	ICA
		Niclas Levein	Arvid Nordqvist	Mikael Spala	Axfood
		Mikael Wallin	Plivit Trade		
		Sandra Persson	The GB Foods		
19	Flavourings, dry goods	Karla Luz	Orkla Foods Sverige	Jessica Rane	Coop
		Emma Ekbohm	Paulig	Michelle Olsson	Axfood
		Johan Marmolin	O'Kavli	Anita Hultstrand	ICA
		Johan Hedman	Unilever Sverige AB		
		Sandra Persson	The GB Foods		
20	Pasta, rice, mashed potato	Anders Hansson	Mars Sverige	Therese Håkansson	Axfood
		Samuel Jonsson	Garofalo	Eva Virtanen	Coop
		Niklas Strömberg	Di Luca	Sara Fors	ICA
21	Baking & sweetening products	Fredrik Gahm	Dr Oetker	Susanne Skoog	Axfood
		Eric Holmström	Lantmännen Cerealia	Eva Virtanen	Coop
		Jimmy Ramstedt	Odense Group	Matilda Näslund	ICA
		Lena Larsson	Abdon Foods		
22	Food hypersensitivity	Lena Larsson	Abdon Foods		
		Robert Elfgrén	Barilla	Therese Håkansson	Axfood
		Fredrik Rivera	Arvid Nordqvist	Eva Virtanen	Coop
				Anita Hultstrand	ICA
23	Child care	Anna Dittmer	Essity Hygiene and Health		
		Rolf Krügel	Semper	Maria Kypengren	Axfood
		Robin Sköld	Nestlé Sverige AB	Hanna Väisänen	Coop
		Fredrik Revera	Arvid Nordqvist	Mathilda Näslund	ICA
24	Animal	Fredrika Mellander	Mars Sverige		
		Thomas Malm	Doggy Ab	Danielle Granström	Axfood
		Anton Sjöberg	Nestlé Purina Pet Care	Daniela Diklic	Coop
				Christian Andersson	ICA
25	Laundry, cleaning, dishwashing	Anders Nilsson	Dogman		
		Lars Samuelsson	Orkla Care	Linda Eriksson	ICA
		Thoresson, Alexander	Unilever Sverige AB	Ulrika Keber	Coop
		Benny Hjalmarsson	Arvid Nordquist	Helena Björklund	Axfood
26	Paper	Jenny Hillman	Essity Hygiene and Health		
		Gustav Orving	Metsä Tissue	Christian Andersson	ICA

		Petter Forsberg	Sofidel	Hanna Väisänen	Coop
				Helena Björklund	Axfood
27	Disposable items	Alexander Thomsson	Melitta Scandinavia AB		
		Johannes Steneros	Bolsius	Christian Andersson	ICA
		Sofia Kajrup	Liljeholmens	Daniela Diklic	Coop
		Charlotte Nyängen	DUNI	Malin Janlöv	Axfood
28	Candles, napkins and disposable items	Handled by group 27 disposable items			
29	Hair care	Linda Dagh	Henkel Norden AB	Hanna Lindberg	Axfood
		Mats Edin	L'Oréal AB	Ewa Törnqvist	ICA
		Sara Morin	Unilever Sverige AB	Jessica Rane	Coop
30	Body care, facial care, shaving products, toiletries	Mats Edin	L'Oréal AB	Hanna Lindberg	Axfood
		Sara Morin	Unilever Sverige AB	Ewa Törnqvist	ICA
		Daniel Eliasson	Beiersdorf		
		Lars Samuelsson	Orkla Care	Ulrika Keber	Coop
31	Oral care	Caroline Norback	Procter&Gamble	Anna Hägglund	Axfood
				Elin Svanberg	ICA
		Thomas Spiegelberg	Colgate Palmolive AB		
		Carolina Tengmo	Unilever Sverige AB	Ulrika Keber	Coop
		Lars Samuelsson	Orkla Care		
32	Intimate care	Hanna Adel	Procter&Gamble	Anna Hägglund	Axfood
		Anna Dittmer	Essity Hygiene and Health	Lina Hamlin	ICA
				Jessica Rane	Coop
33	MakeUp	Mats Edin	L'Oréal AB	Ewa Törnqvist	ICA
		Felicia Karlsson	IsaDora	Anna Hägglund	Axfood
		Sabina Soysuren	E.Saether AB		
				Pernilla Georgsson	Coop
34	Health	Oscar By	Vitamin Well	Mattias Lundberg	Axfood
		Lars Samuelsson	Orkla Care	Elin Svanberg	ICA
				Ulrika Keber	Coop
35	Non-prescription drugs	Fredrik Reling	Haleon (GSK)	Anna Hägglund	Axfood
		Per Gustafsson	Kenvue	Susanne Rudling Granlund	ICA
				Hanna Väisänen	Coop
36	Tobacco	Per Hildinge	Philip Morris	Kristian Rintamäki	Axfood
		Daniel Jacobsen	British American Tobacco	Johanna Thrysen Åhlander	ICA
		Mathias Jansson	Japan Tobacco International	Ulrika Keber	Coop
				Jonny Lönn	Reitan

Extension 2 - ECR Sweden's Working Group

(Contact details are available for those responsible for the respective areas of revision)

Representative	Company	
Nina Ghazi	ICA Sverige AB	nina.ghazi@ica.se
Paulina Råsth	Axfood/Dagab Inköp och Logistik	paulina.rasth@dagab.se
Majsan Pense	Coop Sverige AB	Majsan.pense@coop.se
Carina Båtelsson	OKQ8	
Victoria Murray	Arla Foods	
Per Fahrman	HK Scan	
Tanja Tubic	Unilever	
Annika Tjernström	Coca Cola Europacific Partners	
Mathias Glimmerfelt	Pågen	
Ebba Kärrlander	GS1	ebba.karrlander@gs1.se

Coop is responsible for the revision area	1-12 and 33
Axfood is responsible for the revision area	13-24
ICA is responsible for the revision area	25-36 excluding 33

Extension 3 – ECR Retail Demand Steering group

Beatrice Pössl (ordförande)	Coop Sverige
Johanna Tael	ICA Sverige
Johanna Brandorf	Dagab/Axfood
Jens Mildner	JDE Sweden
Ants Kippar	§ Sweden
Daniel Mathiasson	Pågen
Elin Schaffer	Lidl
Ylva Heivert	SvDH
Frida Holgersson	DLF
Mattias Rosenlund	GS1
Ebba Kärrlander	GS1

Extension 4 - List of items per revision area

Green marking: a change made for ECR 2025

1 Dairy

cottage cheese/quark	processed sour milk	Iced coffee
chilled desserts	cooking fat	milk and milkshake
yoghurt	dairy-free/vegetarian products	
eggs	Cream products	

2 Juice/Nektar

ready to drink fruit/berry drinks	ready to drink nectar	ready to drink fruit juice
ready to drink smoothie	vegetable juice	concentrated fruit/berry drinks
concentrated fruit juice	concentrated nectar	Chilled Kombucha
Shots chilled	Shots not chilled	

3 Cheese

all cheese products	fondue cheeses	whey spread
hard and soft cheeses	grated and sliced cheese	cream cheese
dessert cheeses	cooking cheese	chilled cheese-based snacks
Deli cheeses		

4 Charcuterie, meat, poultry, deli

Charcuterie		
ground meat products	smoked and salted	sausage
joints, blood pudding	pre-fried components	fresh components
Spreadable meat and Deli meat		
air-dried sausage	Pickled products in the deli counter	beer sausages & snacks not chilled
Fresh poultry, including grilled chicken		
Fresh meat		

* The manual range is submitted under each segment

5 Chilled Vegetarian products

Chilled vegetarian spread	Chilled vegetarian components	Chilled Food & dessert vegan cheese
veggie cheese (whole, sliced, spreadable)	patties	grated vegan cheese
vegetarian pate	patties (round)	vegetarian cooking cheeses
vegetarian ham	bites	vegetarian dessert cheese
vegetarian sausage spread	falafel	
Vegetarian minced products (ex.soja,oats)	burger	Vegetarian sauces
	schnitzel	
	sausage	Other vegetarian proteins
Chilled tofu- and tempeh products	base for stew/casserole	(alternative to animal raw materials)

6 Chilled pre-prepared meals and meal complements

Ready-to-eat single portion meal	Sandwiches & Wraps	Wet salads (potato salad, etc.)
Ready-to-eat multiple portion meal	Chilled sauces & dressings	Ready meals in bulk
Soups	Horseradish tube	Burek
Quiches	Potato gratin	
Pizza	Roll pack (porridge, pea soup, etc.)	
Crepes & pancakes	Dough products (pizza kit)	
"Kroppkakor"	Fresh pasta	
Sushi	Cheesecake	

Ready-to-eat sallads	Pot bases	
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7 From the sea

smoked and pickled fish	lake products	fresh fish atmos/vacad
herring/anchovy	caviar /seafood paté	Swedish "lutfisk"
chilled fish and shellfish components	Fresh/chilled seafood	

8 Fresh bread, soft buns

loaf	sausage/hamburger buns	light bread whole
store-baked	soft flatbread	Bread pastries
bakeoff bread	dark portion	Bake-off pastries
dark bread whole	Streetfood (Pita, pizza & kebab bread)	
Light portion		

9 Dry biscuits, crackers, hard bread

crispbread	rusks	croustades
Rice, corn, lentil, chickpea cakes	wafers	chocolate buns
flat bread	meringues	wafers
dry biscuits	gingerbread cookies	cookies
digestives	biscuits	crisps
Snacking/Crackers	Foam products	confectionery
	pastries	cake bases

10 Frozen food & Ice Cream

Frozen food		
pre-prepared food	shellfish	Frozen meat/poultry
vegetables	potatoes	vegetarian
fish	bakery products	fruit/berries
Ice Cream		
Single pack	Household ice cream	
ice cream bigpack/multipack	ice cream cake	Frozen gluten fri

11 Hot drinks and related items

coffee ground	coffee capsules	Coffee whole beans
instant coffee	tea (bags and bulk)	Drinking chocolate powder
instant coffee, flavored	herbal tea	instant tea (powder)
coffee and tea filers	coffee accessories	

12 Cold drinks

beer	functional beverages	essences
soft drinks	syrup	ready to drink iced tea
water	non-carbonated drinks	cider
non-alcoholic wine		

13 Snacks, natural nuts, dried fruit

nuts	crisps/potato chips	cheese puffs
pretzels	popcorn	natural snacks
bars	natural nuts	dried fruit *

Traditional forms (e.g. peanut rings, sombreros, stars, potato crews)
Functional snacks (e.g. lentil chips, chickpea chips, quinoa chips)
muesli bars (products intended as a snack, please note that so-called "health bars" do not belong to this revision area)
*) revision area determined by consumption point

14 Confectionery

Chocolate confectionery	throat pastilles	biscuit bars
sugar confectionery	chewing gum	pieces of chocolate
Confectionery gifts	pick 'n' mix	confectionery bars

15 Fruit and berries, desserts

preserved fruit (in jars, tins, plastic packaging)	blueberry soups	preserves
dried dessert mixes	creams	marmalade
compotes	custard	apple sauce
fruit soups	chocolate pudding (dry desserts)	jelly
rosehip soup	Chocolate spread	Peanutbutter
Ice cream accessories	glassrån/våffla	
Ice cream sauces	Ice cream sprinkles	

16 Cereals, muesli, porridge

cereals	müsli	granola
grains	Adult porridge	Grain products*
*) revision area selected on the basis of consumption instances		

17 Canned food (meat, fish, seafood, vegetables, ready meals), soups and dry legumes

Canned meat products		
meatballs	casserole	canned meat products
Minced meat sauce	ravioli	sausages
Minced meat mix	chilli con carne	
Canned fish and seafood		
fish balls	tuna	sardines
mussels	mackerel	
Canned vegetables		
peas	potatoes in glass jars	pickles
olives	pickled onions	fried cabbage
beetroot	Sauerkraut	cabbage
cucumbers	canned mushrooms	cucumber relish
red cabbage	marinated garlic	lasagne mix
sun-dried tomatoes	canned tomatoes	canned salsa
canned beans	other canned vegetables	corn
Capers*		
Dry legumes		
seeds	Chia seeds	hemp seeds
Dried beans	dried peas	dried lentils
Meal-time solutions		
meal kits	meal-time mixes	sausage meat mix
lasagne mix	vegetarian ready meals	instant noodles*
food in cup		
Soups		
liquid soups (tins/jars)	dried soups	
*) revision area selected on the basis of occasion consumption and placement in planogram		

18 International food

International food concepts, e.g. Mexican and Asian cuisine as well as items from, primarily, the Balkans, North Africa, Poland and the Middle East.

19 Flavouring, dry goods

soya/soy sauce	mustard	spices
stock	ketchup	BBQ spice mixes & BBQ oils
dressing	sauces (liquid & dried)	marinades (liquid & dried)
salt	fried onions	wine vinegar
mayonnaise	stock cubes	cooking oil
vinegar	cooking wine	colouring soya
chili sauce	tomato puré	capers*
*) revision area selected on the basis of consumption instances		

20 Pasta, rice, mash, semolina

rice	all dried pasta	mashed potatoes
express rice	other pasta (bean pasta, lens pasta ect)	mashed turnip
instant rice	grits	pesto
aromatic rice	instant noodles*	pasta sauce
boiled rice	rice sauce	minced meat sauce
*) revision area selected on the basis of consumption instances		

21 Baking & sweetening products

honey (liquid & solid)	almond paste	cocoa
pizza mixes	marzipan	flour
bread mixes	nougat	cake mixes
potato flour	baking chocolate	waffle mixes
fibre	bran	baking sprinkles
vanilla sugar	crushed grains	cake garnishes
baking soda	candy colourings	flaked coconut*
nut kernels	flavourings	breadcrumbs
sweet almonds	gelatine	dry yeast
nut cream	products for sweetening coffee and tea	powdered milk
liquid sweeteners (not coffee or tea sweetening products)	sweetening (granulated sugar, powdered sugar, brown sugar, icing sugar)	powdered cream
preserving products (citric acid, ascorbic acid, sodium benzoate, paraffin)		
*) revision area selected on the basis of consumption instances		

22 Food Hypersensitivity

Dry groceries, not chilled and/or frozen products that have positive attributes for various forms of food intolerance. The products must meet criteria to be labeled as "free from", it must be clearly stated that they are gluten-free. They must also be reported to the Swedish Food Agency, Livsmedelsverket as "Free from" food.

(vacuum-packed bread free from gluten)

23 Child and baby

baby food: (of baby food quality 0-3 years): jars, gruel, porridge, pouches/sachets and children snacks	skincare, child ointments (pregnancy oil, nipple cream)	dummies/pacifiers, bottles, cutlery etc.
nappies/diapers	wet wipes and napkin wipes	breast-feeding cups

child drinks	milk formula , supplementary nutriments	baby snacks
baby toys		

24 Animal

pet food	pet accessories	
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25 Laundry, cleaning, dishwashing

soap	cleaning agents	oven cleaners
laundry soaps/detergents	general purpose cleaning agents	furniture cleaning agents
fabric softeners	window cleaning agents	dishwashing and cleaning cloths
stain removers		dishwasher rinsing agents
dishwashing agents	manual dishwashing products	machine dishwashing products
Cleaning products	Fragrance products (fragrance blocks, fragrance sticks, fragrance spray, etc.)	Scented candle

26 Paper

absorbent paper	kitchen roll/paper towels	toilet paper
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27 Consumable items:

Disposable food containers	Freeze- and plastic Bags, Foil	Baking items
Light sources	Batteries	

28 Candles, napkins and disposable items

Candles	Napkins	Paper tablecloths
Disposable items	Fragrance sticks	scented candles

29 Hair care

shampoo	conditioner	hair colouring/dyes
styling	hair accessories	Hair repair mask

30 Body care, facial care, shaving products, toiletries

body care	facial care	razor blades
foam bath	lip balm	razors
deodorants	hand creams	hair removal
Hand soap	sun creams	insect repellents
shower gel	tissues, wet wipes	foot care
Skin lotion	condoms	beard care products
cotton wool/balls, cotton wool buds/cotton swabs	shaving accessories	hand disinfection
wound care	Face mask	Self test

31 Oral care

oral hygiene	mouthwash	
tooth brushes	gap cleaning	
toothpaste	electrical dental care	

32 Intimate care

sanitary pads	panty liners	incontinence products
tampons	menstrual cup	Intimate care (intimate soap and wet wipes)

33 Make up & Perfumes

Make up	Fragrance for men	Fragrance for women
Cosmetic accessories	Bath accessories	

34 Health, weight loss products

meal replacements		herbal medication
Supplements	TVBL(Swedish) (Traditional Herbal Medicine)*	Protein shakes
vitamins and minerals	total diet replacements for weight control*	food for athletes*

*) see the complete definition on the NFA's website, www.livsmedelsverket.se

35 Non-prescription drugs

Over-the-counter drugs (OTC)		
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36 Tobacco

cigarettes	lighters	accessories (cigarette tubes, filters,
Cigarill	Cigars	
Swedish moist snuff (snus)	other tobacco	matches
tobacco-free / nicotine-free products	e-cigarettes	Tobacco Heat Products (THP)
Nicotine portions		