



Press release
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Fazer to acquire Swedish candy producer Aroma

Fazer continues executing its growth strategy and has agreed to acquire Konfektyrfabriken Aroma AB, a Swedish confectionery manufacturer known for its classic candy products such as *Röda Hjärtan*, *Geléhallon*, *Hallonbåtar* and *Gräddkola*. The acquisition strengthens Fazer's position in the Swedish candy market, particularly in pick & mix, packed candy, and seasonal products. The acquisition is subject to customary regulatory approvals.

Founded in 1921, Aroma is one of the major confectionery manufacturers in Sweden. The company employs approximately 100 people and operates three production sites located in Stockholm, Eskilstuna and Bengtsfors in Sweden. Aroma has a strong heritage in classic Swedish candy and is well-established in the pick & mix segment. Aroma and Fazer share a long tradition of craftsmanship, quality and passion for candy and with this acquisition Aroma will become part of Fazer Confectionery's Candy Business Unit.

"This acquisition supports our international growth strategy in confectionery and strengthens our position in the Nordic pick & mix market as well as our overall position in Sweden. Aroma is a well-established Swedish confectionery company building on its strong heritage while inspiring consumers with versatile tastes and products," says **Christoph Vitzthum**, President and CEO of Fazer Group.

"We have for a long period of time produced Swedish candy classics, that are of great importance to customers and consumers alike. Both a long-term perspective and a strong focus are required in order for Aroma to be able to develop further. I am therefore happy and proud that Fazer will be the new owner of Aroma. Fazer is a company that stands for quality and sincerity, and that has been important to me," says **Anders Landelius**, the current owner of Aroma.

Fazer's Confectionery business is built on more than a century of confectionery knowhow and offers beloved iconic chocolate and sugar confectionery brands such as Karl Fazer, Dumle, Tutti Frutti, Tyrkisk Peber, Marianne, Remix, Skolekridt and Geisha to consumers across the Nordics and beyond.

"Aroma's position in sugar confectionery complements our existing candy portfolio well. By combining Aroma's production expertise with Fazer's brands and commercial capabilities, we can develop a broader and more attractive offering for consumers across both pick & mix and packed candy," says **Tom Lindblad**, Head of Fazer Confectionery Candy Business Unit.

As Fazer continues its international growth journey, the company is actively pursuing opportunities to expand not only organically but also through targeted M&A and remain committed to exploring all avenues that enable the company to strengthen its position in both existing and new markets.



The transaction is subject to approvals by the Swedish Competition Authority and Inspectorate of strategic products.

Konfektyrfabriken Aroma AB

- A major candy manufacturer in Sweden, especially in pick & mix segment
- Net sales 2025: 451 million SEK
- Founded 1921, Stockholm, Sweden by Gottfrid Eklund & Max Forslund
- Three factories located in Stockholm, Eskilstuna and Bengtsfors
- Head office in Stockholm
- Employs approx 100 people
- Privately owned
- Core products include classic Swedish confectionery such as Geléhallon, Röda Hjärtan, Gröna Grodor, Jordnötsrutan and Gräddkola

More information

Tom Lindblad, Head of Fazer Confectionery Candy Business Unit
T. +358 400 452 226, tom.lindblad@fazer.com

Sweden:

Karin Senning Planstedt, Communications Director, Fazer in Scandinavia
T. +46 73 0795864, karin.senning@fazer.com

Fazer Sweden Press office press@fazer.com

Finland:

Liisa Eerola, VP, Communications, Fazer Confectionery
T. +358 44 710 8860, liisa.eerola@fazer.com

Fazer Media Phone Service in Finland is available Mon–Fri 8–16, tel. +358 40 668 2998, media@fazer.com

Fazer Group

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