



# Tea in Finland

December 2025

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## Tea in Finland - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sluggish sales of tea supported by niche premiumisation and consumer interest in health-focussed options

#### INDUSTRY PERFORMANCE

Local origins and seasonal varieties attract attention in tea

Fruit and herbal teas benefit from healthy image

#### WHAT'S NEXT?

Positive value sales ongoing, while volume will remain sluggish

Tea subscription services cited as a development of note

Local origin of ingredients and production will remain appealing to consumers

#### COMPETITIVE LANDSCAPE

Twinings remains the best-known tea brand, thanks to frequent new product launches to appeal to evolving trends

Yorkshire Tea ensures strong growth for Sergejeff Oy Ab

#### CHANNELS

Hypermarkets remain the most popular stores for convenience, variety, and special offers

Retail e-commerce continues its strong growth from a low base

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## Hot Drinks in Finland - Industry Overview

### EXECUTIVE SUMMARY

Robust value sales due to high prices, while volume growth falls into a negative decline

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Health and wellness trends strongly evident in tea

Sustainable credentials attract eco-aware consumers

Made in Finland Key Flag remains a key draw for consumers

#### WHAT'S NEXT?

Sales of hot drinks expected to normalise to flat-positive growth and value and volume rebalance

Sustainability trends and ethical credentials will remain important considerations

Health and wellness trends will drive new product developments

## COMPETITIVE LANDSCAPE

Gustav Paulig Oy Ab maintains lead of hot drinks thanks to robust portfolio in coffee

Little's benefits from niche positioning in flavoured coffee

## CHANNELS

Hypermarkets and supermarkets benefit from wide assortments and frequent special offers

Retail e-commerce continues its strong growth from a low base

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