



**Euromonitor
International**

Coffee in Finland

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Robust value growth driven by high prices, as volume growth falls into negative figures

INDUSTRY PERFORMANCE

A mix of premiumisation and reduced consumption frequency leads to quality over quantity

Fresh coffee beans benefit from consumer demand for speciality and sustainable coffee

WHAT'S NEXT?

Premiumisation and sustainable credentials will continue to support value growth

Modern innovations include AI-created coffee and sustainable coffee printing ink

Leading players quick to adapt to local consumer tastes

COMPETITIVE LANDSCAPE

Gustav Paulig maintains company lead through multiple efforts in coffee

Little's enjoys strong growth thanks to meeting demand for flavoured instant coffee

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

Foodservice vs retail split

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