



Euromonitor
International

RTD Coffee in Finland

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of RTD coffee see a healthy performance thanks to offering convenient, on-the-go options

INDUSTRY PERFORMANCE

RTD coffee particularly popular with busy, younger consumers who follow modern trends

Health and wellness features and ethical coffee sourcing feature in new product developments

WHAT'S NEXT?

Ongoing positive sales ahead, with a variety of new product developments expected

Premiumisation strategies will help RTD coffee compete against regular coffee and energy drinks

Modern innovations include sustainable coffee printing ink

COMPETITIVE LANDSCAPE

Juustoportti continues to benefit from purchase of the Frezza brand

Meira benefits from popularity of its Segafredo RTD coffee brand

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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Soft Drinks in Finland - Industry Overview

EXECUTIVE SUMMARY

Positive sales supported by steady demand for a variety of soft drinks

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INDUSTRY PERFORMANCE

Flavour innovation is a key trend in new product developments in soft drinks

Health and wellness trends continue to inspire low-sugar and functional beverages

Demand for convenience leads to a wider range of format sizes to meet on-the-go needs

WHAT'S NEXT?

Positive sales will continue, supported by baseline demand and new product developments

Health and wellness trends will remain key to innovations in soft drinks

Sustainability and ethical sourcing will become increasingly standard

COMPETITIVE LANDSCAPE

Coca-Cola maintains lead thanks to strong brand recognition and high consumer loyalty

Meira benefits from entering RTD coffee with Segafredo brand, which is well-known for its sustainability initiatives

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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