



Euromonitor  
International

# Bottled Water in Finland

December 2025

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## Bottled Water in Finland - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Bottled water enjoys healthy volume and value sales, thanks to offering hydration and fortification

#### INDUSTRY PERFORMANCE

Bottled water benefits from consumers' focus on health and wellness

Sparkling flavoured bottled water popular, with new launches attracting attention

#### WHAT'S NEXT?

Bottled water will maintain a positive performance over the forecast period

Sustainability trends focus on eco-friendly packaging

Health and wellness trends inspire fortified bottled water options

#### COMPETITIVE LANDSCAPE

Hartwall leads thanks to longstanding image of trust in Finland

Laitilan Wirvoitusjuomatehdas benefits from trendy flavour launches and social responsibility efforts

#### 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

### KEY DATA FINDINGS

#### 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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#### About Euromonitor International

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