



Euromonitor  
International

# Coffee in Sweden

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Record coffee prices hit volume sales in 2025

### INDUSTRY PERFORMANCE

Soaring prices put a sizeable dent in retail volume sales of coffee in 2025

Fresh coffee beans brewing up interest among enthusiasts

### WHAT'S NEXT?

Swedes expected to retain their love of coffee even as prices rise

Coffee companies looking to be more sustainable and efficient

Sustainability set to be the focus of marketing and new product development

### COMPETITIVE LANDSCAPE

Arvid Nordquist benefits from its sustainable and ethical image

Private label gains share as prices rise

### CHANNELS

Supermarkets benefit from offering variety, value and convenience

Discounters benefit from their affordable positioning

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## Hot Drinks in Sweden - Industry Overview

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Rising cost of key ingredients a major headache for the market

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Soaring prices put pressure on volume sales in 2025

Health and wellness trends continue to influence demand

Premiumisation put on hold as prices rise

### WHAT'S NEXT?

Price stability should help support a return to growth in retail volume terms

Increasing competition putting pressure on coffee producers

New regulations could put pressure on production costs

## COMPETITIVE LANDSCAPE

Nestlé retains the lead thanks to its broad coffee portfolio

Lavazza thriving thanks to its strong brand image

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### About Euromonitor International

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