



RTD Tea in Sweden

December 2025

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RTD Tea in Sweden - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD tea struggling to attract the attention of a mass audience

INDUSTRY PERFORMANCE

RTD tea remains a relatively niche category with limited appeal to Swedes

Kombucha remains a dynamic area of the market thanks to its healthy image

WHAT'S NEXT?

Healthier options offer promise but overall sales of RTD tea are expected to decline

Further investment will be needed to reinvigorate the market

Investment will be needed to explore the market's potential

COMPETITIVE LANDSCAPE

Pfanner Ice Tea looking to branch out into reduced sugar still RTD tea

Humm Europe thriving thanks to the healthy image of kombucha

CHANNELS

Supermarkets offer variety and convenience

Discounters win share thanks to strong value proposition

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Soft Drinks in Sweden - Industry Overview

EXECUTIVE SUMMARY

Soft drinks sees a more favourable performance in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Functional soft drinks prove popular in 2025

Reducing sugar intake a pressing concern for Swedes

Products with a clear health and wellness positioning find favour

WHAT'S NEXT?

Consumer preferences evolving with juice losing favour while demand for energy drinks rises

New flavours present opportunities for differentiation
Digital marketing and social media could be key to growth

COMPETITIVE LANDSCAPE

Coca-Cola continues to invest heavily in new product development and marketing
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