

Other Hot Drinks in Finland

December 2025

Table of Contents

Other Hot Drinks in Finland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Other hot drinks suffers from category maturity and competition from popular options in tea and coffee

INDUSTRY PERFORMANCE

Sales struggle in both value and volume terms, due to lack of available product options in other hot drinks

Chocolate-based flavoured powder drinks is the main category, with private label noted to be active in attracting consumers

WHAT'S NEXT?

An improved performance expected over the forecast period, although sales will remain sluggish

Innovation sluggish, with some trends expected in healthier options and sustainable causes

Local production will remain appealing to consumers

COMPETITIVE LANDSCAPE

Mondelez benefits from its strong O'Boy brand portfolio with variants to meet different consumer needs

Fazer sees growth thanks to image of high quality chocolate and convenience of single-serve packs

CHANNELS

Hypermarkets remain the most popular stores for convenience, variety, and special offers

Retail e-commerce continues its strong growth from a low base

CATEGORY DATA

Table 1 - Retail Sales of Other Hot Drinks by Category: Volume 2020-2025

Table 2 - Retail Sales of Other Hot Drinks by Category: Value 2020-2025

Table 3 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2020-2025

Table 4 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Other Hot Drinks: % Retail Value 2021-2025

Table 6 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2022-2025

Table 7 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2025-2030

Table 8 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2025-2030

Table 9 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2025-2030

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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

MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025

Table 13 - Retail Sales of Hot Drinks by Category: Volume 2020-2025

Table 14 - Retail Sales of Hot Drinks by Category: Value 2020-2025

Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025

Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025

Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025

Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025

Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025

Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025

Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025

Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025

Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025

Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030

Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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