



# Bottled Water in Sweden

December 2025

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### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

New product development adds variety to the market

#### INDUSTRY PERFORMANCE

Stable prices and high temperatures boost sales of bottled water in 2025

Functional bottled water a hotbed of activity as demand grows

#### WHAT'S NEXT?

Bottled water still has room to grow as consumers make healthier choices

New technology helping players to deliver healthier and more sustainable products

Delivering healthier options will be a focus of new product development

#### COMPETITIVE LANDSCAPE

Spendrups Bryggeri cements its lead through new product development

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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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