



Euromonitor
International

Concentrates in Sweden

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Another tough year for concentrates as consumers favour RTD alternatives

INDUSTRY PERFORMANCE

Concentrates suffering from an old-fashioned and unhealthy image

Powder concentrates benefits from a more favourable positioning

WHAT'S NEXT?

Concentrates expected to suffer from a lack of investment or interest

Concentrates may need to rely on established consumer base with limited room for innovation

Presenting an affordable and sustainable image could be key to growth

COMPETITIVE LANDSCAPE

Orkla Foods and SodaStream remain the big names in concentrates

Private label the big winner as consumers go in search of cost savings

CHANNELS

Supermarkets benefit from offering a wider range of products

Discounters meet the need for affordable soft drinks

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Soft Drinks in Sweden - Industry Overview

EXECUTIVE SUMMARY

Soft drinks sees a more favourable performance in 2025

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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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