



# Other Hot Drinks in Sweden

December 2025

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## Other Hot Drinks in Sweden - Category analysis

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#### 2025 DEVELOPMENTS

Sales of other hot drinks under pressure as prices rise and health concerns grow

#### INDUSTRY PERFORMANCE

Cocoa shortages present significant challenges to the market in 2025

Unhealthy image puts further pressure on sales of other hot drinks

#### WHAT'S NEXT?

Bleak outlook for other hot drinks

Limited innovation expected as demand falls

Players could look to promote the health benefits of cocoa to drive sales

#### COMPETITIVE LANDSCAPE

O'Boy continues to dominate a consolidated market

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Supermarkets dominate sales of other hot drinks thanks to a broad offer

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Rising cost of key ingredients a major headache for the market

### KEY DATA FINDINGS

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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

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