



# RTD Coffee in Sweden

December 2025

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## RTD Coffee in Sweden - Category analysis

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RTD coffee still thriving despite rising prices

#### INDUSTRY PERFORMANCE

RTD coffee sees strong growth despite price increases

RTD coffee remains a niche area due to preference for hot coffee

#### WHAT'S NEXT?

Global iced coffee trend should benefit the market

Introducing shelf stable products could be key to expansion

Healthier options likely to appear in the market

#### COMPETITIVE LANDSCAPE

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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

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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

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

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