



Energy Drinks in Sweden

December 2025

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Energy Drinks in Sweden - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy drinks successfully tapping into the needs of Sweden's youths

INDUSTRY PERFORMANCE

Energy drinks thriving thanks to growing popularity among younger consumers

Reduced sugar products benefit from new product development

WHAT'S NEXT?

Energy drinks still full of potential

Digital marketing will become a growing feature of the market

Health and wellness concerns present challenges and opportunities

COMPETITIVE LANDSCAPE

Red Bull remains on top but Nocco makes up ground with reduced sugar range

Latitude 65 finding success with new and innovative flavours

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Convenience is key for purchases of energy drinks

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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

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

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

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