



Euromonitor
International

HW Soft Drinks in Finland

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Functionality, low sugar, and premium innovation support health claims in 2024

INDUSTRY PERFORMANCE

Functionality, low sugar and hydration drive innovation across soft drinks in Finland
No sugar claims expands across all soft drink categories as consumers demand rises
High-caffeine functionality supports ongoing growth of the energy boosting claim

WHAT'S NEXT

Functional innovation is set to accelerate growth and support health claims across soft drinks
Players are set to expand no sugar ranges without sacrificing flavour appeal
Energy boosting claims are set to be supported by natural caffeine and multifunctional benefits

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2020-2024

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Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2024-2029

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[Health and Wellness in Finland - Industry Overview](#)

EXECUTIVE SUMMARY

Health and wellness benefit from clear claims and mainstream appeal

INDUSTRY PERFORMANCE

Health claims remain key purchase drivers across food and drinks in Finland
Plant-based, free-from and fortified/functional claims gain scale through quality and accessibility

WHAT'S NEXT

Plant-based and fortified/functional claims will support innovation across food and drink in Finland

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-soft-drinks-in-finland/report.