

## **Soft Drinks in Finland**

Market Direction | 2022-12-08 | 91 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

The full reopening of horeca outlets in 2022 has kept overall total soft drinks volume sales positive in 2022. Finland removed its pandemic-related restrictions step-by-step, and by March 2022 all restrictions were lifted. This made for a positive summer in terms of sales, with summer typically being the busiest season for soft drinks as local consumers and tourists spend more money on the products during the warmer months. At the same time, what has seemed to be rapid growth in the on-trade has...

Euromonitor International's Soft Drinks in Finland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Soft Drinks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Soft Drinks in Finland  
Euromonitor International  
December 2022

### List Of Contents And Tables

#### SOFT DRINKS IN FINLAND

##### EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

##### MARKET DATA

Table 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2017-2022

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 10 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 11 □Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 12 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 13 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022

Table 14 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022

Table 15 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 16 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 17 □NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 18 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 19 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022

Table 20 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022

Table 21 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 22 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 23 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 24 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 25 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 26 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 27 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 28 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 29 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 30 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

Table 31 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 32 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2022-2027

## APPENDIX

Fountain sales in Finland

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN FINLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising interest in sugar-free carbonates supports continued growth in 2022

New product developments cater to Finns' love of experimentation

Horeca recovers despite the cold spring

PROSPECTS AND OPPORTUNITIES

Volume growth to remain stable over the forecast period

Sustainability to remain key trend while consumers will increasingly consider values important

Functionality may finally make its impact on carbonates, though category set to suffer from rising threat of healthier alternatives

CATEGORY DATA

Table 33 Off-trade vs On-trade Sales of Carbonates: Volume 2017-2022

Table 34 Off-trade vs On-trade Sales of Carbonates: Value 2017-2022

Table 35 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2017-2022

Table 36 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2017-2022

Table 37 Off-trade Sales of Carbonates by Category: Volume 2017-2022

Table 38 Off-trade Sales of Carbonates by Category: Value 2017-2022

Table 39 Off-trade Sales of Carbonates by Category: % Volume Growth 2017-2022

Table 40 Off-trade Sales of Carbonates by Category: % Value Growth 2017-2022

Table 41 Total Sales of Carbonates by Fountain On-trade: Volume 2017-2022

Table 42 □Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2017-2022

Table 43 □NBO Company Shares of Off-trade Carbonates: % Volume 2018-2022

Table 44 □LBN Brand Shares of Off-trade Carbonates: % Volume 2019-2022

Table 45 □NBO Company Shares of Off-trade Carbonates: % Value 2018-2022

Table 46 □LBN Brand Shares of Off-trade Carbonates: % Value 2019-2022

Table 47 □Forecast Off-trade Sales of Carbonates by Category: Volume 2022-2027

Table 48 □Forecast Off-trade Sales of Carbonates by Category: Value 2022-2027

Table 49 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2022-2027

Table 50 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2022-2027

Table 51 □Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2022-2027

Table 52 □Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2022-2027

JUICE IN FINLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand continues to drop in 2022

Players bring new launches to high-growth areas

Eckes-Granini continues collaborations in a bid to reach young consumers

PROSPECTS AND OPPORTUNITIES

Future looks dull for juice in Finland

Rising prices to pose further threats to juice

Health-positioned products hold potential for development

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## CATEGORY DATA

Table 53 Off-trade Sales of Juice by Category: Volume 2017-2022

Table 54 Off-trade Sales of Juice by Category: Value 2017-2022

Table 55 Off-trade Sales of Juice by Category: % Volume Growth 2017-2022

Table 56 Off-trade Sales of Juice by Category: % Value Growth 2017-2022

Table 57 NBO Company Shares of Off-trade Juice: % Volume 2018-2022

Table 58 LBN Brand Shares of Off-trade Juice: % Volume 2019-2022

Table 59 NBO Company Shares of Off-trade Juice: % Value 2018-2022

Table 60 LBN Brand Shares of Off-trade Juice: % Value 2019-2022

Table 61 Forecast Off-trade Sales of Juice by Category: Volume 2022-2027

Table 62 □Forecast Off-trade Sales of Juice by Category: Value 2022-2027

Table 63 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2022-2027

Table 64 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2022-2027

## BOTTLED WATER IN FINLAND

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Recovery of horeca boosts total volume sales in bottled water in 2022

Flavoured and functional waters post most dynamic growth

Sustainability efforts from players cater to demand from environmentally conscious Finns

#### PROSPECTS AND OPPORTUNITIES

Health and wellness trends to influence innovation and development, supporting further positive volume growth

Further debate on sugar tax anticipated, though changes remain unlikely

Functionality to dominate new product developments

## CATEGORY DATA

Table 65 Off-trade Sales of Bottled Water by Category: Volume 2017-2022

Table 66 Off-trade Sales of Bottled Water by Category: Value 2017-2022

Table 67 Off-trade Sales of Bottled Water by Category: % Volume Growth 2017-2022

Table 68 Off-trade Sales of Bottled Water by Category: % Value Growth 2017-2022

Table 69 NBO Company Shares of Off-trade Bottled Water: % Volume 2018-2022

Table 70 LBN Brand Shares of Off-trade Bottled Water: % Volume 2019-2022

Table 71 NBO Company Shares of Off-trade Bottled Water: % Value 2018-2022

Table 72 LBN Brand Shares of Off-trade Bottled Water: % Value 2019-2022

Table 73 Forecast Off-trade Sales of Bottled Water by Category: Volume 2022-2027

Table 74 □Forecast Off-trade Sales of Bottled Water by Category: Value 2022-2027

Table 75 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2022-2027

Table 76 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2022-2027

## SPORTS DRINKS IN FINLAND

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Sports drinks benefits from increased post-pandemic activity, but remains small and suffering from low-visibility

Hybrid trend poses threat from other soft drinks categories

Coca-Cola and Hartwall lead as competition from energy drinks intensifies

#### PROSPECTS AND OPPORTUNITIES

Sugar content to remain key factor in future of sports drinks

More marketing investment needed if players in sports drinks are to make a stronger impact

More hybrids variants to appear

## CATEGORY DATA

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 77 Off-trade Sales of Sports Drinks: Volume 2017-2022  
 Table 78 Off-trade Sales of Sports Drinks: Value 2017-2022  
 Table 79 Off-trade Sales of Sports Drinks: % Volume Growth 2017-2022  
 Table 80 Off-trade Sales of Sports Drinks: % Value Growth 2017-2022  
 Table 81 NBO Company Shares of Off-trade Sports Drinks: % Volume 2018-2022  
 Table 82 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2019-2022  
 Table 83 NBO Company Shares of Off-trade Sports Drinks: % Value 2018-2022  
 Table 84 LBN Brand Shares of Off-trade Sports Drinks: % Value 2019-2022  
 Table 85 Forecast Off-trade Sales of Sports Drinks: Volume 2022-2027  
 Table 86 □Forecast Off-trade Sales of Sports Drinks: Value 2022-2027  
 Table 87 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2022-2027  
 Table 88 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2022-2027

## ENERGY DRINKS IN FINLAND

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Energy drinks goes from strength to strength

New launches in line with major trends

Players partner with media stars to remain relevant to younger consumers

### PROSPECTS AND OPPORTUNITIES

A bright future for energy drinks in Finland

Ban on sales to under-16s looks unlikely despite concern from health authorities

Limited shelf space may hamper growth of bigger brands

### CATEGORY DATA

Table 89 Off-trade Sales of Energy Drinks: Volume 2017-2022  
 Table 90 Off-trade Sales of Energy Drinks: Value 2017-2022  
 Table 91 Off-trade Sales of Energy Drinks: % Volume Growth 2017-2022  
 Table 92 Off-trade Sales of Energy Drinks: % Value Growth 2017-2022  
 Table 93 NBO Company Shares of Off-trade Energy Drinks: % Volume 2018-2022  
 Table 94 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2019-2022  
 Table 95 NBO Company Shares of Off-trade Energy Drinks: % Value 2018-2022  
 Table 96 LBN Brand Shares of Off-trade Energy Drinks: % Value 2019-2022  
 Table 97 Forecast Off-trade Sales of Energy Drinks: Volume 2022-2027  
 Table 98 □Forecast Off-trade Sales of Energy Drinks: Value 2022-2027  
 Table 99 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2022-2027  
 Table 100 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2022-2027

## CONCENTRATES IN FINLAND

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Liquid concentrates sees low growth rates in 2022, while more players focus on low-sugar alternatives

Powder concentrates booms amid rising interest in sports nutrition

Liquid concentrates for soda makers gain further ground

### PROSPECTS AND OPPORTUNITIES

Volume sales in liquid concentrates to remain flat despite the growing popularity of soda makers

Powder concentrates to keep on rising

Soda makers to see dynamic growth and expansion

### CATEGORY DATA

Concentrates Conversions

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Summary 2 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 101 Off-trade Sales of Concentrates (RTD) by Category: Volume 2017-2022

Table 102 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2017-2022

Table 103 Off-trade Sales of Concentrates by Category: Value 2017-2022

Table 104 Off-trade Sales of Concentrates by Category: % Value Growth 2017-2022

Table 105 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2019-2022

Table 106 NBO Company Shares of Off-trade Concentrates: % Value 2018-2022

Table 107 LBN Brand Shares of Off-trade Concentrates: % Value 2019-2022

Table 108 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2018-2022

Table 109 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2022

Table 110 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2018-2022

Table 111 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2022

Table 112 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2022-2027

Table 113 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2022-2027

Table 114 □Forecast Off-trade Sales of Concentrates by Category: Value 2022-2027

Table 115 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2022-2027

## RTD TEA IN FINLAND

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Kombucha sales drive overall growth in RTD tea

Kombucha boom slowing down, with low-sugar trend gaining rapid ground in 2022

Premium iced teas continue to grow

### PROSPECTS AND OPPORTUNITIES

Premiumisation to become more prevalent in RTD tea

Kombucha faces possible product problems

Horeca establishments to focus on premium products

### CATEGORY DATA

Table 116 Off-trade Sales of RTD Tea by Category: Volume 2017-2022

Table 117 Off-trade Sales of RTD Tea by Category: Value 2017-2022

Table 118 Off-trade Sales of RTD Tea by Category: % Volume Growth 2017-2022

Table 119 Off-trade Sales of RTD Tea by Category: % Value Growth 2017-2022

Table 120 Leading Flavours for Off-trade RTD Tea: % Volume 2017-2022

Table 121 NBO Company Shares of Off-trade RTD Tea: % Volume 2018-2022

Table 122 LBN Brand Shares of Off-trade RTD Tea: % Volume 2019-2022

Table 123 NBO Company Shares of Off-trade RTD Tea: % Value 2018-2022

Table 124 LBN Brand Shares of Off-trade RTD Tea: % Value 2019-2022

Table 125 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2022-2027

Table 126 □Forecast Off-trade Sales of RTD Tea by Category: Value 2022-2027

Table 127 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2022-2027

Table 128 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2022-2027

## RTD COFFEE IN FINLAND

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

RTD coffee volume sales remain strong in 2022

Paulig's Frezza still market leader but more fashionable brands are intensifying the competition

Finns regard RTD coffee as an indulgence product, though health trends are beginning to impact development duct

### PROSPECTS AND OPPORTUNITIES

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

RTD coffee to see continued positive growth

Polarizing trends will cater to different priorities

Young Finns to increase purchases of RTD coffee, while RTD tea poses possible threat

#### CATEGORY DATA

Table 129 Off-trade Sales of RTD Coffee: Volume 2017-2022

Table 130 Off-trade Sales of RTD Coffee: Value 2017-2022

Table 131 Off-trade Sales of RTD Coffee: % Volume Growth 2017-2022

Table 132 Off-trade Sales of RTD Coffee: % Value Growth 2017-2022

Table 133 NBO Company Shares of Off-trade RTD Coffee: % Volume 2018-2022

Table 134 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2019-2022

Table 135 NBO Company Shares of Off-trade RTD Coffee: % Value 2018-2022

Table 136 LBN Brand Shares of Off-trade RTD Coffee: % Value 2019-2022

Table 137 Forecast Off-trade Sales of RTD Coffee: Volume 2022-2027

Table 138 □Forecast Off-trade Sales of RTD Coffee: Value 2022-2027

Table 139 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2022-2027

Table 140 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Soft Drinks in Finland

Market Direction | 2022-12-08 | 91 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-09"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com