

Sports Drinks in Finland

Market Direction | 2022-12-08 | 28 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Sports drinks is posting positive volume sales growth in both the on-trade and the off-trade in 2022. However, although sports drinks is boosted by the popularity of athletics and some new product entries, it still suffers from lack of visibility, product variety and specificity, meaning that the products are regarded as being designed for sports enthusiasts only. As such, sports drinks remains a tiny category within soft drinks in Finland. In 2022 sales are supported as consumers are returning...

Euromonitor International's Sports 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: Reduced Sugar Sports Drinks, Regular 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 Sports 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

www.scotts-international.com

Table of Contents:

Sports Drinks in Finland
Euromonitor International
December 2022

List Of Contents And Tables

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

Table 1 Off-trade Sales of Sports Drinks: Volume 2017-2022

Table 2 Off-trade Sales of Sports Drinks: Value 2017-2022

Table 3 Off-trade Sales of Sports Drinks: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Sports Drinks: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Sports Drinks: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Sports Drinks: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Sports Drinks: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Sports Drinks: Volume 2022-2027

Table 10 Forecast Off-trade Sales of Sports Drinks: Value 2022-2027

Table 11 Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2022-2027

Table 12 Forecast Off-trade Sales of Sports Drinks: % Value Growth 2022-2027

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

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2017-2022

Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2017-2022

Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 31 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2017-2022

Table 32 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2017-2022

Table 33 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 34 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 39 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 40 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 41 Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 42 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2022-2027

Table 43 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2022-2027

Table 44 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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Sports Drinks in Finland

Market Direction | 2022-12-08 | 28 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	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
	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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-09
	Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com