

## **Hot Drinks in Sweden**

Market Direction | 2023-01-16 | 36 pages | Euromonitor

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### **Report description:**

Sustainability is a major driving trend across both coffee and tea in Sweden, with younger consumers particularly interested in environmental matters. Within this landscape, players in hot drinks are seeking ways to appeal to this generation of eco-friendly consumers, such as switching to more sustainable styles of packaging such as recycled plastic, alongside corporate social responsibility activities, sustainable production, and fair-trade labelling. This is an ongoing trend which is expected...

Euromonitor International's Hot Drinks in Sweden report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- \* Get a detailed picture of the Hot 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.

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Environmentally friendly, ethical and fresh are the buzz words in coffee

Recovery in on-trade means lower retail sales, but coffee lovers are still embracing their morning indulgence

E-commerce shopping is a habit which looks set to stay

#### PROSPECTS AND OPPORTUNITIES

Sales patterns will return to normal in mature category, with fresh coffee outperforming instant options

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Lipton and Twinings hold their top places thanks to being well-recognised brands

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Scope for reduced-sugar or fortified options to help boost the image of ailing category

O'Boy remains unchallenged, thanks to longstanding reputation in the country

#### PROSPECTS AND OPPORTUNITIES

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Unhealthy image will continue to hinder sales over the forecast period

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