

Energy Drinks in Finland

Market Direction | 2023-12-07 | 27 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

Energy drinks is witnessing continuing robust growth in retail volume and value sales, supported by heavy investment in marketing campaigns, outdoor ads and TV commercials. Players are also invested in their social media presence and in partnerships with influencers and celebrities. Since the pandemic, volume sales of energy drinks have almost doubled in the off-trade, where the bulk of sales are made. Higher prices in 2023 may have contributed to slower growth compared to 2022. Nonetheless, the...

Euromonitor International's Energy 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 (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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Reduced Sugar Energy Drinks, Regular Energy 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 Energy 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:

Energy Drinks in Finland
Euromonitor International
December 2023

List Of Contents And Tables

ENERGY DRINKS IN FINLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Energy drinks consumption moderates as prices rise

Functional benefits added to energy drinks

Reduced and no-sugar energy drinks gain ground

PROSPECTS AND OPPORTUNITIES

Marketing efforts focus on sports partnerships and sponsorships

Flavour development to help support category growth

Private label to make inroads in energy drinks

CATEGORY DATA

Table 1 Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 2 Off-trade Sales of Energy Drinks: Value 2018-2023

Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 10 □Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 11 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 12 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

SOFT DRINKS IN FINLAND

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 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 2018-2023

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 21	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
Table 22	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
Table 23	Off-trade Sales of Soft Drinks by Category: Value 2018-2023
Table 24	Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
Table 25	Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
Table 26	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
Table 27	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023
Table 28	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
Table 29	NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
Table 30	LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
Table 31	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
Table 32	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
Table 33	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
Table 34	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
Table 35	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
Table 36	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
Table 37	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
Table 38	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
Table 39	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
Table 40	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
Table 41	Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
Table 42	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
Table 43	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
Table 44	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

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

Energy Drinks in Finland

Market Direction | 2023-12-07 | 27 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	2026-02-12
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com