

## **Concentrates in Sweden**

Market Direction | 2023-12-18 | 30 pages | Euromonitor

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### **Report description:**

The brief upturn in off-trade volume sales of liquid concentrates in 2021 ended quickly and the downturn continued to the end of the review period. However, new product innovation in liquid concentrates, such as reduced sugar variants from brands like ZERoh! and SodaStream attracted more health-conscious consumers, as liquid concentrates can be more affordable than many other types of soft drinks. This underpinned retail value growth in 2023, despite falling demand. Retail volume sales of liquid...

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

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- \* Get a detailed picture of the Concentrates 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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Euromonitor International  
December 2023

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