

## Soft Drinks in Sweden

Market Direction | 2023-12-18 | 87 pages | Euromonitor

### AVAILABLE LICENSES:

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

### Report description:

Overall, off-trade volume sales of soft drinks in Sweden were stable at the end of the review period, with only a marginal increase projected over 2023 as a whole. However, this was in part due to a level of stabilisation, following moderate-to-healthy growth earlier in the review period. Moreover, as consumers resumed pre-Coronavirus (COVID-19) work and social norms, retail volume sales were impacted by the rebound in foodservice demand. There were, however, substantial differences at the categ...

Euromonitor International's Soft 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, packaging or pricing issues. Forecasts to 2027 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@scott-international.com](mailto:support@scott-international.com)

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

## Table of Contents:

Soft Drinks in Sweden  
Euromonitor International  
December 2023

List Of Contents And Tables

### SOFT DRINKS IN SWEDEN

#### 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 1 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 ☐Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 ☐Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 ☐Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 ☐Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 ☐Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 ☐NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 16 ☐LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 17 ☐NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 18 ☐LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 19 ☐NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 20 ☐LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 21 ☐NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 22 ☐LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 23 ☐Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 24 ☐Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 25 ☐Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 26 ☐Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 27 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 28 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 29 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 30 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 31 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

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

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

www.scotts-international.com

Table 32 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 33 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 34 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 35 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 36 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

## APPENDIX

Fountain sales in Sweden

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Reduced sugar carbonates drives volume growth in the off- and on-trade channels

Manufacturers focus on reduced sugar portfolios

Private label gains in an uncertain economic climate

PROSPECTS AND OPPORTUNITIES

Sugar and calorie concerns to shape the category

Private label and premium craft products offer growth potential

Sustainability to form strategic focus

CATEGORY DATA

Table 37 Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023

Table 38 Off-trade vs On-trade Sales of Carbonates: Value 2018-2023

Table 39 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023

Table 40 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023

Table 41 Off-trade Sales of Carbonates by Category: Volume 2018-2023

Table 42 Off-trade Sales of Carbonates by Category: Value 2018-2023

Table 43 Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023

Table 44 Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023

Table 45 Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

Table 46 □Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023

Table 47 □NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023

Table 48 □LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023

Table 49 □NBO Company Shares of Off-trade Carbonates: % Value 2019-2023

Table 50 □LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023

Table 51 □Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028

Table 52 □Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028

Table 53 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028

Table 54 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028

Table 55 □Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028

Table 56 □Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

JUICE IN SWEDEN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Divergent demand trends but overall off-trade volume decline for juice

Proviva and Brava jockey for the leading position

Foodservice continues to make gains as consumers resume pre-pandemic lifestyles

**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)

## PROSPECTS AND OPPORTUNITIES

Juice to continue shifts to perceived healthier juice products and the on-trade channel

Sustainability to shape offer

Small portion healthy options to provide juice with a shot in the arm

### CATEGORY DATA

Table 57 Off-trade Sales of Juice by Category: Volume 2018-2023

Table 58 Off-trade Sales of Juice by Category: Value 2018-2023

Table 59 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023

Table 60 Off-trade Sales of Juice by Category: % Value Growth 2018-2023

Table 61 NBO Company Shares of Off-trade Juice: % Volume 2019-2023

Table 62 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023

Table 63 NBO Company Shares of Off-trade Juice: % Value 2019-2023

Table 64 LBN Brand Shares of Off-trade Juice: % Value 2020-2023

Table 65 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028

Table 66 □Forecast Off-trade Sales of Juice by Category: Value 2023-2028

Table 67 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028

Table 68 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

### BOTTLED WATER IN SWEDEN

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Off-trade volume performances vary according to category

Increasing brand and private label pressure on Loka

Sustainability provides push-pull factors for bottled water

## PROSPECTS AND OPPORTUNITIES

Company activity and healthier perception to boost functional and flavoured products

Sustainability to continue to gain leverage

Single-portion and premium products to boost on-trade consumption

### CATEGORY DATA

Table 69 Off-trade Sales of Bottled Water by Category: Volume 2018-2023

Table 70 Off-trade Sales of Bottled Water by Category: Value 2018-2023

Table 71 Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023

Table 72 Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023

Table 73 NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023

Table 74 LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023

Table 75 NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023

Table 76 LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023

Table 77 Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028

Table 78 □Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028

Table 79 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028

Table 80 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

### SPORTS DRINKS IN SWEDEN

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Low investment hampers category development

Array of alternatives threaten sports drinks

Gatorade starts to challenge Powerade's dominance

## 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)

Sports drinks to continue to struggle in the forecast period  
Alternatives may cannibalise sports drinks consumption occasions  
Niche and mainstream products to offer some growth potential for sports drinks

#### CATEGORY DATA

Table 81 Off-trade Sales of Sports Drinks: Volume 2018-2023  
Table 82 Off-trade Sales of Sports Drinks: Value 2018-2023  
Table 83 Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023  
Table 84 Off-trade Sales of Sports Drinks: % Value Growth 2018-2023  
Table 85 NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023  
Table 86 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023  
Table 87 NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023  
Table 88 LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023  
Table 89 Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028  
Table 90 □Forecast Off-trade Sales of Sports Drinks: Value 2023-2028  
Table 91 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028  
Table 92 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

#### ENERGY DRINKS IN SWEDEN

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Regular energy drinks continues to rebound from COVID-19 slump  
Reduced sugar energy drinks leverage healthier perception and higher investment to lead  
Private label continues to develop and grow in energy drinks

##### PROSPECTS AND OPPORTUNITIES

Reduced sugar to continue to shape and drive energy drinks  
Possible regulations on energy drinks cast a shadow  
Retail is set to remain the main distribution arena

#### CATEGORY DATA

Table 93 Off-trade Sales of Energy Drinks: Volume 2018-2023  
Table 94 Off-trade Sales of Energy Drinks: Value 2018-2023  
Table 95 Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023  
Table 96 Off-trade Sales of Energy Drinks: % Value Growth 2018-2023  
Table 97 NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023  
Table 98 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023  
Table 99 NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023  
Table 100 LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023  
Table 101 Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028  
Table 102 □Forecast Off-trade Sales of Energy Drinks: Value 2023-2028  
Table 103 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028  
Table 104 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

#### CONCENTRATES IN SWEDEN

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Downward trajectory in demand continues in liquid concentrates  
Private label wins over price-sensitive consumers  
Consumers losing interest in powder concentrates

##### PROSPECTS AND OPPORTUNITIES

Sports-orientated powder concentrates may offer some respite from ongoing decline

**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)

Consumers and manufacturers to pay more attention to sustainability

Reduced sugar offer to gain importance

#### CATEGORY DATA

##### Concentrates Conversions

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

Table 105 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 106 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 107 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 108 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 109 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 110 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 111 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 112 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 113 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 114 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 115 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 116 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 117 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 118 □Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 119 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

#### RTD TEA IN SWEDEN

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Level of maturity hampers regular still RTD tea

Health and wellness trend continues to drive kombucha appeal

Pfanner Ice Tea's offer creates volume and value sales opportunities

##### PROSPECTS AND OPPORTUNITIES

Shift from regular to reduced sugar and kombucha products

Growing offer and local presence to boost reduced sugar still RTD tea and kombucha, respectively

Private label to retain its appeal

#### CATEGORY DATA

Table 120 Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 121 Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 122 Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 123 Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 124 Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 125 NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 126 LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 127 NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 128 LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 129 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 130 □Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 131 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 132 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

#### RTD COFFEE IN SWEDEN

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

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

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

www.scotts-international.com

Rising availability stimulates interest and fast demand growth

RTD coffee sees moves towards healthier offer

Increasing pressure on the leading Starbucks brand

#### PROSPECTS AND OPPORTUNITIES

Fast growth projected for RTD coffee in the retail and foodservice channels

New entrants to continue to add vibrancy to a young category

Private label may emerge more strongly through improved offerings and local products

#### CATEGORY DATA

Table 133 Off-trade Sales of RTD Coffee: Volume 2018-2023

Table 134 Off-trade Sales of RTD Coffee: Value 2018-2023

Table 135 Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023

Table 136 Off-trade Sales of RTD Coffee: % Value Growth 2018-2023

Table 137 NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023

Table 138 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023

Table 139 NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023

Table 140 LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023

Table 141 Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028

Table 142 □Forecast Off-trade Sales of RTD Coffee: Value 2023-2028

Table 143 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028

Table 144 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

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

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

www.scotts-international.com

**Soft Drinks in Sweden**

Market Direction | 2023-12-18 | 87 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@scott's-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@scott's-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="2025-06-05"/>
		Signature	<input type="text"/>

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

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com