

## **HW Soft Drinks in Finland**

Market Direction | 2023-11-06 | 11 pages | Euromonitor

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### **Report description:**

The selection of functional soft drinks is growing in Finland and consumers are exhibiting great interest in products that offer added protein and an energy boost. Finns lead hectic and active lifestyles in the cold and dark Nordic climate, making them already amongst the biggest coffee consumers on the planet. Seeing energy boosting properties not only in energy drinks, but also in functional water and sports drinks has great novelty value. While the protein boom previously peaked in dairy, sof...

Euromonitor International's HW Soft Drinks in Finland report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW 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 HW 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.

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reliable information resources to help drive informed strategic planning.

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