

Soft Drinks in Finland

Market Direction | 2024-11-18 | 92 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

Report description:

The soft drinks landscape in Finland showcased a mixed performance in 2024. While traditional soft drinks, such as cola and basic carbonated soft drinks, continued to face maturity, other trend-driven categories experienced growth and increased demand. These include healthier, functional, and innovative soft drinks within sports drinks, energy drinks and RTD options. Many of these offered added vitamins, minerals, plant-based ingredients, or lower sugar content. Despite the varied performance wi...

Euromonitor International's Soft 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 (2019-2023), 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 2028 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

www.scott-international.com

Table of Contents:

Soft Drinks in Finland
Euromonitor International
November 2024

List Of Contents And Tables

SOFT DRINKS IN FINLAND

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 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 2019-2024

Table 2 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024

Table 3 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024

Table 4 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024

Table 5 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024

Table 6 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024

Table 7 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 8 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

Table 9 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024

Table 10 ☐Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024

Table 11 ☐Off-trade Sales of Soft Drinks by Category: Value 2019-2024

Table 12 ☐Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024

Table 13 ☐Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024

Table 14 ☐Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

Table 15 ☐NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

Table 16 ☐LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024

Table 17 ☐NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024

Table 18 ☐LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024

Table 19 ☐NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 20 ☐LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 21 ☐NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 22 ☐LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 23 ☐Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 24 ☐Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 25 ☐Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 26 ☐Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 27 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 28 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 29 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 30 ☐Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 31 ☐Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

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 2024-2029

Table 33 ☐Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 34 ☐Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 35 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 36 ☐Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

APPENDIX

Fountain sales in Finland

DISCLAIMER

SOURCES

Summary 1 Research Sources

CARBONATES IN FINLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Domestic products showcase their commitment to the Finnish community

Innovations focus on healthier attributes and reduced sugar

Premium ingredients and high-quality products appeal to Finnish consumers

PROSPECTS AND OPPORTUNITIES

Reducing food waste becomes a key sales point for new product innovations

Private label continues to gain ground, offering appealing and affordable options

Sustainability takes centre stage in innovation and manufacturing

CATEGORY DATA

Table 37 Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024

Table 38 Off-trade vs On-trade Sales of Carbonates: Value 2019-2024

Table 39 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024

Table 40 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024

Table 41 Off-trade Sales of Carbonates by Category: Volume 2019-2024

Table 42 Off-trade Sales of Carbonates by Category: Value 2019-2024

Table 43 Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024

Table 44 Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024

Table 45 Total Sales of Carbonates by Fountain On-trade: Volume 2019-2024

Table 46 ☐Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2019-2024

Table 47 ☐NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024

Table 48 ☐LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024

Table 49 ☐NBO Company Shares of Off-trade Carbonates: % Value 2020-2024

Table 50 ☐LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024

Table 51 ☐Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029

Table 52 ☐Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029

Table 53 ☐Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029

Table 54 ☐Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029

Table 55 ☐Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2024-2029

Table 56 ☐Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2024-2029

JUICE IN FINLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail volume declines as juice suffers from an unhealthy image

Players focus on sugar free launches to attract health-conscious consumers

Demand for functional and fortified options that align with health demands

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

PROSPECTS AND OPPORTUNITIES

Local production and domestic ingredients remain key sales points over the forecast period

Private label lines focus on fortified innovations to gain ground

Players focus on sustainability and social responsibility to improve brand loyalty

CATEGORY DATA

Table 57 Off-trade Sales of Juice by Category: Volume 2019-2024

Table 58 Off-trade Sales of Juice by Category: Value 2019-2024

Table 59 Off-trade Sales of Juice by Category: % Volume Growth 2019-2024

Table 60 Off-trade Sales of Juice by Category: % Value Growth 2019-2024

Table 61 NBO Company Shares of Off-trade Juice: % Volume 2020-2024

Table 62 LBN Brand Shares of Off-trade Juice: % Volume 2021-2024

Table 63 NBO Company Shares of Off-trade Juice: % Value 2020-2024

Table 64 LBN Brand Shares of Off-trade Juice: % Value 2021-2024

Table 65 Forecast Off-trade Sales of Juice by Category: Volume 2024-2029

Table 66 □Forecast Off-trade Sales of Juice by Category: Value 2024-2029

Table 67 □Forecast Off-trade Sales of Juice by Category: % Volume Growth 2024-2029

Table 68 □Forecast Off-trade Sales of Juice by Category: % Value Growth 2024-2029

BOTTLED WATER IN FINLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Higher prices challenge retail volume sales in bottled water

Innovations focus on low sugar and convenience to drive sales in bottled water

Bold flavours and natural ingredients aid sales in bottled water

PROSPECTS AND OPPORTUNITIES

Health attributes will shape product innovation across the next five years

Domestic origin remains a key selling point across the forecast period

Brands respond to climate change by highlighting sustainable actions

CATEGORY DATA

Table 69 Off-trade Sales of Bottled Water by Category: Volume 2019-2024

Table 70 Off-trade Sales of Bottled Water by Category: Value 2019-2024

Table 71 Off-trade Sales of Bottled Water by Category: % Volume Growth 2019-2024

Table 72 Off-trade Sales of Bottled Water by Category: % Value Growth 2019-2024

Table 73 NBO Company Shares of Off-trade Bottled Water: % Volume 2020-2024

Table 74 LBN Brand Shares of Off-trade Bottled Water: % Volume 2021-2024

Table 75 NBO Company Shares of Off-trade Bottled Water: % Value 2020-2024

Table 76 LBN Brand Shares of Off-trade Bottled Water: % Value 2021-2024

Table 77 Forecast Off-trade Sales of Bottled Water by Category: Volume 2024-2029

Table 78 □Forecast Off-trade Sales of Bottled Water by Category: Value 2024-2029

Table 79 □Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2024-2029

Table 80 □Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2024-2029

SPORTS DRINKS IN FINLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising interest in health and exercise boosts volume growth for sports drinks

Fortified and functional benefits drive the ongoing appeal of sports drinks

Coconut water is embraced as a natural, functional ingredient

PROSPECTS AND OPPORTUNITIES

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Brands focus on marketing and endorsements to stand out against private label
Private label gains ground, offering functional and affordable options
Domestic players stand out on the competitive landscape

CATEGORY DATA

Table 81 Off-trade Sales of Sports Drinks: Volume 2019-2024

Table 82 Off-trade Sales of Sports Drinks: Value 2019-2024

Table 83 Off-trade Sales of Sports Drinks: % Volume Growth 2019-2024

Table 84 Off-trade Sales of Sports Drinks: % Value Growth 2019-2024

Table 85 NBO Company Shares of Off-trade Sports Drinks: % Volume 2020-2024

Table 86 LBN Brand Shares of Off-trade Sports Drinks: % Volume 2021-2024

Table 87 NBO Company Shares of Off-trade Sports Drinks: % Value 2020-2024

Table 88 LBN Brand Shares of Off-trade Sports Drinks: % Value 2021-2024

Table 89 Forecast Off-trade Sales of Sports Drinks: Volume 2024-2029

Table 90 □Forecast Off-trade Sales of Sports Drinks: Value 2024-2029

Table 91 □Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2024-2029

Table 92 □Forecast Off-trade Sales of Sports Drinks: % Value Growth 2024-2029

ENERGY DRINKS IN FINLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Product innovation drives off-trade volume sales in 2024

Interesting flavour combinations appeal to consumers and drive sales

Functionality and flavour are a key combination in energy drinks

PROSPECTS AND OPPORTUNITIES

Innovative marketing campaigns that place consumers at the centre

Innovations focus on unique flavour combinations to stand out

Local players continue to communicate domestic origin to drive sales

CATEGORY DATA

Table 93 Off-trade Sales of Energy Drinks: Volume 2019-2024

Table 94 Off-trade Sales of Energy Drinks: Value 2019-2024

Table 95 Off-trade Sales of Energy Drinks: % Volume Growth 2019-2024

Table 96 Off-trade Sales of Energy Drinks: % Value Growth 2019-2024

Table 97 NBO Company Shares of Off-trade Energy Drinks: % Volume 2020-2024

Table 98 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2021-2024

Table 99 NBO Company Shares of Off-trade Energy Drinks: % Value 2020-2024

Table 100 LBN Brand Shares of Off-trade Energy Drinks: % Value 2021-2024

Table 101 Forecast Off-trade Sales of Energy Drinks: Volume 2024-2029

Table 102 □Forecast Off-trade Sales of Energy Drinks: Value 2024-2029

Table 103 □Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2024-2029

Table 104 □Forecast Off-trade Sales of Energy Drinks: % Value Growth 2024-2029

CONCENTRATES IN FINLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Zero-sugar products and sports drink concentrates drive growth

Hydration is key to the marketing of concentrates in Finland

Health and sustainability attributes are key to product innovations

PROSPECTS AND OPPORTUNITIES

Brands focus on local origin and consumer engagement to gain ground

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Private label gains ground as affordable quality appeals to consumers

Plant-based options rise as consumers adopt vegan lifestyles

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 2019-2024

Table 106 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2019-2024

Table 107 Off-trade Sales of Concentrates by Category: Value 2019-2024

Table 108 Off-trade Sales of Concentrates by Category: % Value Growth 2019-2024

Table 109 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2021-2024

Table 110 NBO Company Shares of Off-trade Concentrates: % Value 2020-2024

Table 111 LBN Brand Shares of Off-trade Concentrates: % Value 2021-2024

Table 112 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2024

Table 113 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2024

Table 114 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2024

Table 115 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2024

Table 116 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2024-2029

Table 117 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2024-2029

Table 118 □Forecast Off-trade Sales of Concentrates by Category: Value 2024-2029

Table 119 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2024-2029

RTD TEA IN FINLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Innovations focus on flavour and functional ingredients to drive volume sales

Private label gains share by offering affordable options with sophisticated flavours

Kombucha gains ground as consumers appreciate gut health support

PROSPECTS AND OPPORTUNITIES

Flavour exploration and on-the-go packaging will be key over the forecast period

Domestic players highlight their local origin to engage Finnish consumers

Sustainable attributes become commonplace in RTD tea products

CATEGORY DATA

Table 120 Off-trade Sales of RTD Tea by Category: Volume 2019-2024

Table 121 Off-trade Sales of RTD Tea by Category: Value 2019-2024

Table 122 Off-trade Sales of RTD Tea by Category: % Volume Growth 2019-2024

Table 123 Off-trade Sales of RTD Tea by Category: % Value Growth 2019-2024

Table 124 Leading Flavours for Off-trade RTD Tea: % Volume 2019-2024

Table 125 NBO Company Shares of Off-trade RTD Tea: % Volume 2020-2024

Table 126 LBN Brand Shares of Off-trade RTD Tea: % Volume 2021-2024

Table 127 NBO Company Shares of Off-trade RTD Tea: % Value 2020-2024

Table 128 LBN Brand Shares of Off-trade RTD Tea: % Value 2021-2024

Table 129 □Forecast Off-trade Sales of RTD Tea by Category: Volume 2024-2029

Table 130 □Forecast Off-trade Sales of RTD Tea by Category: Value 2024-2029

Table 131 □Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2024-2029

Table 132 □Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2024-2029

RTD COFFEE IN FINLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Functional ingredients and bold flavours drive growth in RTD coffee
RTD coffee players launch no sugar drinks that align with rising demands
Brands offer plant-based options as the vegan population rises in Finland

PROSPECTS AND OPPORTUNITIES

Launches focus on innovative flavour offerings to gain ground
Premiumisation rises as consumers demand quality ingredients and flavours
Sustainability will be key in new product launches within RTD coffee

CATEGORY DATA

Table 133 Off-trade Sales of RTD Coffee: Volume 2019-2024

Table 134 Off-trade Sales of RTD Coffee: Value 2019-2024

Table 135 Off-trade Sales of RTD Coffee: % Volume Growth 2019-2024

Table 136 Off-trade Sales of RTD Coffee: % Value Growth 2019-2024

Table 137 NBO Company Shares of Off-trade RTD Coffee: % Volume 2020-2024

Table 138 LBN Brand Shares of Off-trade RTD Coffee: % Volume 2021-2024

Table 139 NBO Company Shares of Off-trade RTD Coffee: % Value 2020-2024

Table 140 LBN Brand Shares of Off-trade RTD Coffee: % Value 2021-2024

Table 141 Forecast Off-trade Sales of RTD Coffee: Volume 2024-2029

Table 142 □Forecast Off-trade Sales of RTD Coffee: Value 2024-2029

Table 143 □Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2024-2029

Table 144 □Forecast Off-trade Sales of RTD Coffee: % Value Growth 2024-2029

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 Finland

Market Direction | 2024-11-18 | 92 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	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		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*	<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="2026-03-31"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com