

Carbonates in Finland

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

A positive performance for carbonates supported by baseline demand

INDUSTRY PERFORMANCE

Consumer demand for refreshing and indulgent beverages drives sales

Reduced-sugar options continue to attract attention

WHAT'S NEXT?

Ongoing steady growth will be supported by baseline demand and new product innovations

Manufacturers will continue to improve their sustainability credentials

Health and wellness trends will remain key to new product developments

COMPETITIVE LANDSCAPE

Coca-Cola maintains lead in carbonates thanks to exceptionally strong brand recognition and ongoing innovations

S Group sees exceptional company growth, thanks to expansion with the Coop private label line

CHANNELS

Hypermarkets and supermarkets benefit from wide assortments and frequent special offers

Retail e-commerce continues its strong growth from a low base

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Soft Drinks in Finland - Industry Overview

EXECUTIVE SUMMARY

Positive sales supported by steady demand for a variety of soft drinks

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Flavour innovation is a key trend in new product developments in soft drinks

Health and wellness trends continue to inspire low-sugar and functional beverages

Demand for convenience leads to a wider range of format sizes to meet on-the-go needs

WHAT'S NEXT?

Positive sales will continue, supported by baseline demand and new product developments

Health and wellness trends will remain key to innovations in soft drinks

Sustainability and ethical sourcing will become increasingly standard

COMPETITIVE LANDSCAPE

Coca-Cola maintains lead thanks to strong brand recognition and high consumer loyalty

Meira benefits from entering RTD coffee with Segafredo brand, which is well-known for its sustainability initiatives

CHANNELS

Hypermarkets and supermarkets benefit from wide assortments and frequent special offers

Retail e-commerce continues its strong growth from a low base

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