



Concentrates in Finland

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Low stable volume growth reflects baseline demand in concentrates

INDUSTRY PERFORMANCE

Concentrates benefit from evolving consumer trends towards modern variants

Powder concentrates sees by far the strongest growth, supported by sports-orientated variants

WHAT'S NEXT?

Flat volume sales expected, with value growth better supported by health-focussed premium offerings

Sustainability considerations will consider to feature strongly in manufacturers' strategies

Plant-based options set to see developments

COMPETITIVE LANDSCAPE

MySoda leads in volume, while private label Pirkka is the value leader

Collective "others" sees strongest growth, with Raikastamo a company of note

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

Foodservice vs retail split

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