



Euromonitor
International

RTD Tea in Finland

December 2025

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RTD Tea in Finland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive sales for RTD tea lead by carbonated RTD tea and kombucha

INDUSTRY PERFORMANCE

Kombucha and iced tea attract consumer attention and new product developments

Carbonated RTD tea and kombucha remain popular

WHAT'S NEXT?

Positive sales will continue, led by kombucha trend

Sustainability initiatives will continue to be an important consideration for manufacturers

Flavour exploration and on-the-go formats will feature in new product developments

COMPETITIVE LANDSCAPE

Kesko Oyj benefits from popularity of its high-quality, affordable, private label Pirkka line

Domestic Good Guys sees robust growth thanks to its domestic kombucha brand

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

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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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