



Euromonitor
International

Bottled Water in Sweden

December 2025

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[Bottled Water in Sweden - Category analysis](#)

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2025 DEVELOPMENTS

New product development adds variety to the market

INDUSTRY PERFORMANCE

Stable prices and high temperatures boost sales of bottled water in 2025

Functional bottled water a hotbed of activity as demand grows

WHAT'S NEXT?

Bottled water still has room to grow as consumers make healthier choices

New technology helping players to deliver healthier and more sustainable products

Delivering healthier options will be a focus of new product development

COMPETITIVE LANDSCAPE

Spendrups Bryggeri cements its lead through new product development

Latitude 65 finding success in functional bottled water

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Discounters expanding and growing thanks to strong value proposition

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[Soft Drinks in Sweden - Industry Overview](#)

EXECUTIVE SUMMARY

Soft drinks sees a more favourable performance in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Functional soft drinks prove popular in 2025

Reducing sugar intake a pressing concern for Swedes

Products with a clear health and wellness positioning find favour

WHAT'S NEXT?

Consumer preferences evolving with juice losing favour while demand for energy drinks rises

New flavours present opportunities for differentiation

Digital marketing and social media could be key to growth

COMPETITIVE LANDSCAPE

Coca-Cola continues to invest heavily in new product development and marketing

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