



Sports Drinks in Finland

December 2025

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Sports Drinks in Finland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy sales for sports drinks, driven by wellness and exercise trends

INDUSTRY PERFORMANCE

Stable demand for drinks which help with hydration, performance, and recovery

Regular sports drinks continue to prove more popular than reduced-sugar variants

WHAT'S NEXT?

Slower growth expected for sports drinks over the forecast period

Sustainability trends will continue, with major players leading this trend

Health and wellness trends will continue to drive innovations, with a focus on reduced sugar and added-benefit fortifications

COMPETITIVE LANDSCAPE

Coca-Cola maintains lead with strong Powerade brand

Kesko Oyj sees strong growth thanks to success of its private label Pirkka 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

Foodservice vs retail split

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