



Euromonitor
International

HW Hot Drinks in Sweden

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness trends drive growth in organic, decaffeinated, and functional hot drinks in Sweden

INDUSTRY PERFORMANCE

Rising health and wellness trends drive demand for organic and functional hot drinks in Sweden
Price pressures challenge Sweden’s traditionally strong organic market despite high consumer interest in ethical tea
Growing concerns over sleep and anxiety drive adoption of no caffeine hot drinks

WHAT’S NEXT

Low sugar and plant based formulas are set to be the focus of innovation
Organic hot drinks sales are set to grow in Sweden, but recovery will depend on economic conditions
Growing interest in sleep and wellbeing will fuel demand for no caffeine and functional hot drinks in Sweden

CATEGORY DATA

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EXECUTIVE SUMMARY

Fortified/functional and natural health claims support growth and innovation in 2024

INDUSTRY PERFORMANCE

Nutrition-led reformulation and functional claims shape innovation across food and drink in Sweden
Natural, plant-based and clean-label positioning support sales in Sweden in 2024

WHAT’S NEXT

Reformulation and plant-based, functional innovations are set to support future growth

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