



# HW Soft Drinks in Sweden

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Soft drinks continue to shift toward no sugar, wellness-centred formulas

INDUSTRY PERFORMANCE

Reduced sugar, functional hydration, and plant-based innovations drive Swedish soft drink growth in 2024  
Low and no sugar soft drinks gain ground as Coca-Cola Zero leads growth in carbonates and energy drinks  
Health-focused energy drinks drive demand, blending functional benefits with fitness appeal

WHAT'S NEXT

Low sugar and functional benefits are expected to shape soft drinks across the forecast period  
No sugar positioning is set to become the default for health-focused soft drinks  
Energy-boosting functionality is set to support innovation within soft drinks in Sweden

CATEGORY DATA

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Health and Wellness in Sweden - Industry Overview

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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