



Euromonitor
International

Hot Drinks in Finland

December 2025

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EXECUTIVE SUMMARY

Robust value sales due to high prices, while volume growth falls into a negative decline

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health and wellness trends strongly evident in tea

Sustainable credentials attract eco-aware consumers

Made in Finland Key Flag remains a key draw for consumers

WHAT'S NEXT?

Sales of hot drinks expected to normalise to flat-positive growth and value and volume rebalance

Sustainability trends and ethical credentials will remain important considerations

Health and wellness trends will drive new product developments

COMPETITIVE LANDSCAPE

Gustav Paulig Oy Ab maintains lead of hot drinks thanks to robust portfolio in coffee

Little's benefits from niche positioning in flavoured coffee

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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[Coffee in Finland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Robust value growth driven by high prices, as volume growth falls into negative figures

INDUSTRY PERFORMANCE

A mix of premiumisation and reduced consumption frequency leads to quality over quantity

Fresh coffee beans benefit from consumer demand for speciality and sustainable coffee

WHAT'S NEXT?

Premiumisation and sustainable credentials will continue to support value growth

Modern innovations include AI-created coffee and sustainable coffee printing ink

Leading players quick to adapt to local consumer tastes

COMPETITIVE LANDSCAPE

Gustav Paulig maintains company lead through multiple efforts in coffee

Little's enjoys strong growth thanks to meeting demand for flavoured instant coffee

CHANNELS

Hypermarkets remain the most popular stores for convenience, variety, and special offers

Retail e-commerce continues its strong growth from a low base

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[Tea in Finland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sluggish sales of tea supported by niche premiumisation and consumer interest in health-focussed options

INDUSTRY PERFORMANCE

Local origins and seasonal varieties attract attention in tea

Fruit and herbal teas benefit from healthy image

WHAT'S NEXT?

Positive value sales ongoing, while volume will remain sluggish

Tea subscription services cited as a development of note
Local origin of ingredients and production will remain appealing to consumers

COMPETITIVE LANDSCAPE

Twinings remains the best-known tea brand, thanks to frequent new product launches to appeal to evolving trends
Yorkshire Tea ensures strong growth for Sergejeff Oy Ab

CHANNELS

Hypermarkets remain the most popular stores for convenience, variety, and special offers
Retail e-commerce continues its strong growth from a low base

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[Other Hot Drinks in Finland](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Other hot drinks suffers from category maturity and competition from popular options in tea and coffee

INDUSTRY PERFORMANCE

Sales struggle in both value and volume terms, due to lack of available product options in other hot drinks
Chocolate-based flavoured powder drinks is the main category, with private label noted to be active in attracting consumers

WHAT'S NEXT?

An improved performance expected over the forecast period, although sales will remain sluggish
Innovation sluggish, with some trends expected in healthier options and sustainable causes
Local production will remain appealing to consumers

COMPETITIVE LANDSCAPE

Mondelez benefits from its strong O'Boy brand portfolio with variants to meet different consumer needs
Fazer sees growth thanks to image of high quality chocolate and convenience of single-serve packs

CHANNELS

Hypermarkets remain the most popular stores for convenience, variety, and special offers
Retail e-commerce continues its strong growth from a low base

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