



Coffee in Sweden

December 2025

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Coffee in Sweden - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Record coffee prices hit volume sales in 2025

INDUSTRY PERFORMANCE

Soaring prices put a sizeable dent in retail volume sales of coffee in 2025

Fresh coffee beans brewing up interest among enthusiasts

WHAT'S NEXT?

Swedes expected to retain their love of coffee even as prices rise

Coffee companies looking to be more sustainable and efficient

Sustainability set to be the focus of marketing and new product development

COMPETITIVE LANDSCAPE

Arvid Nordquist benefits from its sustainable and ethical image

Private label gains share as prices rise

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Supermarkets benefit from offering variety, value and convenience

Discounters benefit from their affordable positioning

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Hot Drinks in Sweden - Industry Overview

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Rising cost of key ingredients a major headache for the market

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INDUSTRY PERFORMANCE

Soaring prices put pressure on volume sales in 2025

Health and wellness trends continue to influence demand

Premiumisation put on hold as prices rise

WHAT'S NEXT?

Price stability should help support a return to growth in retail volume terms

Increasing competition putting pressure on coffee producers

New regulations could put pressure on production costs

COMPETITIVE LANDSCAPE

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Lavazza thriving thanks to its strong brand image

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