



RTD Tea in Finland

December 2025

Table of Contents

RTD Tea in Finland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive sales for RTD tea lead by carbonated RTD tea and kombucha

INDUSTRY PERFORMANCE

Kombucha and iced tea attract consumer attention and new product developments

Carbonated RTD tea and kombucha remain popular

WHAT'S NEXT?

Positive sales will continue, led by kombucha trend

Sustainability initiatives will continue to be an important consideration for manufacturers

Flavour exploration and on-the-go formats will feature in new product developments

COMPETITIVE LANDSCAPE

Kesko Oyj benefits from popularity of its high-quality, affordable, private label Pirkka line

Domestic Good Guys sees robust growth thanks to its domestic kombucha brand

CHANNELS

Hypermarkets and supermarkets benefit from wide assortments and frequent special offers

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

CATEGORY DATA

Table 1 - Off-trade Sales of RTD Tea by Category: Volume 2020-2025

Table 2 - Off-trade Sales of RTD Tea by Category: Value 2020-2025

Table 3 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025

Table 4 - Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025

Table 5 - Leading Flavours for Off-trade RTD Tea: % Volume 2020-2025

Table 6 - NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025

Table 7 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025

Table 8 - NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025

Table 9 - LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025

Table 10 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030

Table 11 - Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030

Table 12 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030

Table 13 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Soft Drinks in Finland - Industry Overview

EXECUTIVE SUMMARY

Positive sales supported by steady demand for a variety of soft drinks

KEY DATA FINDINGS

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

MARKET DATA

Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 15 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 17 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 19 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 21 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 23 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 24 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 25 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 26 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 27 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 28 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025

Table 29 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025

Table 30 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025

Table 31 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025

Table 32 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 33 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 34 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 35 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 36 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 37 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 39 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 43 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 45 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 47 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 49 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in Finland

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/rtd-tea-in-finland/report.