



Euromonitor
International

Bottled Water in Sweden

December 2025

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Bottled Water in Sweden - Category analysis

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New product development adds variety to the market

INDUSTRY PERFORMANCE

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Functional bottled water a hotbed of activity as demand grows

WHAT'S NEXT?

Bottled water still has room to grow as consumers make healthier choices

New technology helping players to deliver healthier and more sustainable products

Delivering healthier options will be a focus of new product development

COMPETITIVE LANDSCAPE

Spendrups Bryggeri cements its lead through new product development

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Reducing sugar intake a pressing concern for Swedes

Products with a clear health and wellness positioning find favour

WHAT'S NEXT?

Consumer preferences evolving with juice losing favour while demand for energy drinks rises

New flavours present opportunities for differentiation

Digital marketing and social media could be key to growth

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Coca-Cola continues to invest heavily in new product development and marketing

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