



Other Hot Drinks in Sweden

December 2025

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Other Hot Drinks in Sweden - Category analysis

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2025 DEVELOPMENTS

Sales of other hot drinks under pressure as prices rise and health concerns grow

INDUSTRY PERFORMANCE

Cocoa shortages present significant challenges to the market in 2025

Unhealthy image puts further pressure on sales of other hot drinks

WHAT'S NEXT?

Bleak outlook for other hot drinks

Limited innovation expected as demand falls

Players could look to promote the health benefits of cocoa to drive sales

COMPETITIVE LANDSCAPE

O'Boy continues to dominate a consolidated market

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Soaring prices put pressure on volume sales in 2025

Health and wellness trends continue to influence demand

Premiumisation put on hold as prices rise

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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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