



Carbonates in Sweden

December 2025

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2025 DEVELOPMENTS

Players responding to growing demand for reduced sugar carbonates

INDUSTRY PERFORMANCE

A positive year for carbonates as consumers embrace zero sugar variants

Coca-Cola launches Tutti Frutti Fanta as consumers embrace novel and sugar free options

WHAT'S NEXT?

Reduced sugar carbonates set to remain the key growth driver

Deposit on cans and bottles rises

Players likely to focus on promoting a healthier image

COMPETITIVE LANDSCAPE

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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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