



Euromonitor
International

RTD Coffee in Sweden

December 2025

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RTD Coffee in Sweden - Category analysis

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2025 DEVELOPMENTS

RTD coffee still thriving despite rising prices

INDUSTRY PERFORMANCE

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RTD coffee remains a niche area due to preference for hot coffee

WHAT'S NEXT?

Global iced coffee trend should benefit the market

Introducing shelf stable products could be key to expansion

Healthier options likely to appear in the market

COMPETITIVE LANDSCAPE

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Functional soft drinks prove popular in 2025

Reducing sugar intake a pressing concern for Swedes

Products with a clear health and wellness positioning find favour

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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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