



Juice in Finland

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Juice falls into a negative volume slump due to strong competition from other categories

INDUSTRY PERFORMANCE

Juice faces challenges due to category maturity and high sugar content, inspiring new product developments

100% juice sees the least steep decline, with reconstituted versions available at more competitive prices

WHAT'S NEXT?

Volume sales of juice will remain flat due to category maturity, as manufacturers aim to attract consumers with wellness options and flavour experiences

A focus on sustainability and social responsibility will continue

Health and wellness trends inspire the popularity of juice shots

COMPETITIVE LANDSCAPE

Eckes-Granini Finland maintains lead thanks to strong and trusted brand portfolio and ongoing innovations

Rawmance benefits from Foodin brand's strong focus on natural, organic, local, and ethically produced ingredients

CHANNELS

Hypermarkets and supermarkets benefit from wide assortments and frequent special offers

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

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[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

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