



Euromonitor
International

Energy Drinks in Finland

December 2025

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2025 DEVELOPMENTS

Sales of energy drinks enjoy healthy growth thanks to strong demand for energy-boosting beverages

INDUSTRY PERFORMANCE

Energy drinks attract attention with unique flavour experiences

Reduced sugar energy drinks appeal to health-conscious consumers are see various new launches

WHAT'S NEXT?

Energy drinks will maintain positive growth, supported by strong consumer demand

Innovations in energy drinks will focus on extra functionality and meeting tailor-made energy needs

Health and wellness trends will continue to inspire new product developments

COMPETITIVE LANDSCAPE

Red Bull maintains leads thanks to strong brand recognition

Red Bull also enjoys the strongest growth in energy drinks, thanks to sustained efforts

CHANNELS

Hypermarkets benefit from wide assortments and frequent special offers

Discounters is the distribution channel seeing the strongest growth

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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

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