



Sports Drinks in Sweden

December 2025

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Sports Drinks in Sweden - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales continue to decline in 2025 as Prime Hydration falls out of the spotlight

INDUSTRY PERFORMANCE

A tough year for sports drinks as Prime Hydration loses its appeal

A lack of activity limits the category's growth potential

WHAT'S NEXT?

Bright outlook for sports drinks

Digital marketing set to play a central role in the market's development

Health and sustainability will be key pillars of the category

COMPETITIVE LANDSCAPE

Powerade benefits from new product development

Vitamin Well Sport promoted as offering a 'next generation' line of sports drinks

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Supermarkets dominate thanks to the accessibility, variety and value they offer

Small local grocers tap into the impulse nature of sports drinks

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Soft drinks sees a more favourable performance in 2025

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INDUSTRY PERFORMANCE

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

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

COMPETITIVE LANDSCAPE

Coca-Cola continues to invest heavily in new product development and marketing

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