

# Other Hot Drinks in Sweden

December 2023

Table of Contents

## Other Hot Drinks in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Other hot drinks remains an unexciting and limited category  
O'Boy is synonymous with chocolate-based flavoured powder drinks  
Unhealthy perception hits the demand for chocolate-based flavoured powder drinks

#### PROSPECTS AND OPPORTUNITIES

Turn to better quality products amid falling demand  
Some scope for development via organic products and sustainable packaging  
Weak offer and health-conscious ordering to depress on-trade volume sales

#### CATEGORY DATA

Table 1 - Retail Sales of Other Hot Drinks by Category: Volume 2018-2023  
Table 2 - Retail Sales of Other Hot Drinks by Category: Value 2018-2023  
Table 3 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023  
Table 4 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023  
Table 6 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023  
Table 7 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028  
Table 8 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028  
Table 9 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028  
Table 10 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

## Hot Drinks in Sweden - Industry Overview

### EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for hot drinks?

#### MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023  
Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023  
Table 13 - Retail Sales of Hot Drinks by Category: Volume 2018-2023  
Table 14 - Retail Sales of Hot Drinks by Category: Value 2018-2023  
Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023  
Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023  
Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2018-2023  
Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023  
Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2018-2023  
Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023  
Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2019-2023  
Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023  
Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023  
Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2018-2023  
Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2023  
Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028  
Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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