

# Juice in Sweden

December 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Divergent demand trends but overall off-trade volume decline for juice  
Proviva and Brava jockey for the leading position  
Foodservice continues to make gains as consumers resume pre-pandemic lifestyles

#### PROSPECTS AND OPPORTUNITIES

Juice to continue shifts to perceived healthier juice products and the on-trade channel  
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