



**Euromonitor
International**

Tea in Finland

December 2025

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Tea in Finland - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sluggish sales of tea supported by niche premiumisation and consumer interest in health-focussed options

INDUSTRY PERFORMANCE

Local origins and seasonal varieties attract attention in tea

Fruit and herbal teas benefit from healthy image

WHAT'S NEXT?

Positive value sales ongoing, while volume will remain sluggish

Tea subscription services cited as a development of note

Local origin of ingredients and production will remain appealing to consumers

COMPETITIVE LANDSCAPE

Twinings remains the best-known tea brand, thanks to frequent new product launches to appeal to evolving trends

Yorkshire Tea ensures strong growth for Sergejeff Oy Ab

CHANNELS

Hypermarkets remain the most popular stores for convenience, variety, and special offers

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

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Hot Drinks in Finland - Industry Overview

EXECUTIVE SUMMARY

Robust value sales due to high prices, while volume growth falls into a negative decline

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health and wellness trends strongly evident in tea

Sustainable credentials attract eco-aware consumers

Made in Finland Key Flag remains a key draw for consumers

WHAT'S NEXT?

Sales of hot drinks expected to normalise to flat-positive growth and value and volume rebalance

Sustainability trends and ethical credentials will remain important considerations

Health and wellness trends will drive new product developments

COMPETITIVE LANDSCAPE

Gustav Paulig Oy Ab maintains lead of hot drinks thanks to robust portfolio in coffee

Little's benefits from niche positioning in flavoured coffee

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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