



Euromonitor
International

Soft Drinks in Finland

December 2025

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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

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

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INDUSTRY PERFORMANCE

Bottled water benefits from consumers' focus on health and wellness

Sparkling flavoured bottled water popular, with new launches attracting attention

WHAT'S NEXT?

Bottled water will maintain a positive performance over the forecast period

Sustainability trends focus on eco-friendly packaging

Health and wellness trends inspire fortified bottled water options

COMPETITIVE LANDSCAPE

Hartwall leads thanks to longstanding image of trust in Finland

Laitilan Wirvoitusjuomatehdas benefits from trendy flavour launches and social responsibility efforts

CHANNELS

Hypermarkets and supermarkets benefit from wide assortments and frequent special offers

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

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A positive performance for carbonates supported by baseline demand

INDUSTRY PERFORMANCE

Consumer demand for refreshing and indulgent beverages drives sales

Reduced-sugar options continue to attract attention

WHAT'S NEXT?

Ongoing steady growth will be supported by baseline demand and new product innovations

Manufacturers will continue to improve their sustainability credentials

Health and wellness trends will remain key to new product developments

COMPETITIVE LANDSCAPE

Coca-Cola maintains lead in carbonates thanks to exceptionally strong brand recognition and ongoing innovations

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CHANNELS

Hypermarkets and supermarkets benefit from wide assortments and frequent special offers

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

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INDUSTRY PERFORMANCE

Concentrates benefit from evolving consumer trends towards modern variants

Powder concentrates sees by far the strongest growth, supported by sports-orientated variants

WHAT'S NEXT?

Flat volume sales expected, with value growth better supported by health-focussed premium offerings

Sustainability considerations will consider to feature strongly in manufacturers' strategies

Plant-based options set to see developments

COMPETITIVE LANDSCAPE

MySoda leads in volume, while private label Pirkka is the value leader

Collective "others" sees strongest growth, with Raikastamo a company of note

CHANNELS

Hypermarkets and supermarkets benefit from wide assortments and frequent special offers

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

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Juice falls into a negative volume slump due to strong competition from other categories

INDUSTRY PERFORMANCE

Juice faces challenges due to category maturity and high sugar content, inspiring new product developments

100% juice sees the least steep decline, with reconstituted versions available at more competitive prices

WHAT'S NEXT?

Volume sales of juice will remain flat due to category maturity, as manufacturers aim to attract consumers with wellness options and flavour experiences

A focus on sustainability and social responsibility will continue
Health and wellness trends inspire the popularity of juice shots

COMPETITIVE LANDSCAPE

Eckes-Granini Finland maintains lead thanks to strong and trusted brand portfolio and ongoing innovations
Rawmance benefits from Foodin brand's strong focus on natural, organic, local, and ethically produced ingredients

CHANNELS

Hypermarkets and supermarkets benefit from wide assortments and frequent special offers
Retail e-commerce continues its strong growth from a low base

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RTD Coffee in Finland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of RTD coffee see a healthy performance thanks to offering convenient, on-the-go options

INDUSTRY PERFORMANCE

RTD coffee particularly popular with busy, younger consumers who follow modern trends
Health and wellness features and ethical coffee sourcing feature in new product developments

WHAT'S NEXT?

Ongoing positive sales ahead, with a variety of new product developments expected
Premiumisation strategies will help RTD coffee compete against regular coffee and energy drinks
Modern innovations include sustainable coffee printing ink

COMPETITIVE LANDSCAPE

Juustoportti continues to benefit from purchase of the Frezza brand
Meira benefits from popularity of its Segafredo RTD coffee brand

CHANNELS

Hypermarkets and supermarkets benefit from wide assortments and frequent special offers
Retail e-commerce continues its strong growth from a low base

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RTD Tea in Finland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive sales for RTD tea lead by carbonated RTD tea and kombucha

INDUSTRY PERFORMANCE

Kombucha and iced tea attract consumer attention and new product developments

Carbonated RTD tea and kombucha remain popular

WHAT'S NEXT?

Positive sales will continue, led by kombucha trend

Sustainability initiatives will continue to be an important consideration for manufacturers

Flavour exploration and on-the-go formats will feature in new product developments

COMPETITIVE LANDSCAPE

Kesko Oyj benefits from popularity of its high-quality, affordable, private label Pirkka line

Domestic Good Guys sees robust growth thanks to its domestic kombucha brand

CHANNELS

Hypermarkets and supermarkets benefit from wide assortments and frequent special offers

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

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KEY DATA FINDINGS

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

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[Sports Drinks in Finland](#)

KEY DATA FINDINGS

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Healthy sales for sports drinks, driven by wellness and exercise trends

INDUSTRY PERFORMANCE

Stable demand for drinks which help with hydration, performance, and recovery

Regular sports drinks continue to prove more popular than reduced-sugar variants

WHAT'S NEXT?

Slower growth expected for sports drinks over the forecast period

Sustainability trends will continue, with major players leading this trend

Health and wellness trends will continue to drive innovations, with a focus on reduced sugar and added-benefit fortifications

COMPETITIVE LANDSCAPE

Coca-Cola maintains lead with strong Powerade brand

Kesko Oyj sees strong growth thanks to success of its private label Pirkka brand

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Hypermarkets and supermarkets benefit from wide assortments and frequent special offers

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

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