



Hot Drinks in Sweden

December 2025

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EXECUTIVE SUMMARY

Rising cost of key ingredients a major headache for the market

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Soaring prices put pressure on volume sales in 2025

Health and wellness trends continue to influence demand

Premiumisation put on hold as prices rise

WHAT'S NEXT?

Price stability should help support a return to growth in retail volume terms

Increasing competition putting pressure on coffee producers

New regulations could put pressure on production costs

COMPETITIVE LANDSCAPE

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Lavazza thriving thanks to its strong brand image

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INDUSTRY PERFORMANCE

Soaring prices put a sizeable dent in retail volume sales of coffee in 2025

Fresh coffee beans brewing up interest among enthusiasts

WHAT'S NEXT?

Swedes expected to retain their love of coffee even as prices rise

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Sustainability set to be the focus of marketing and new product development

COMPETITIVE LANDSCAPE

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[Tea in Sweden](#)

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Fruit/herbal tea playing an important role in the health and wellness movement

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COMPETITIVE LANDSCAPE

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Cocoa shortages present significant challenges to the market in 2025
Unhealthy image puts further pressure on sales of other hot drinks

WHAT'S NEXT?

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