



Juice in Sweden

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

A tough year for juice due to orange shortage

INDUSTRY PERFORMANCE

Shortage of oranges has a negative impact on the market

Nectars benefits from a more affordable positioning

WHAT'S NEXT?

Orange shortage expected to remain a challenge for juice companies

Digital tools present new opportunities but health concerns present a challenge

Declining birth rate could push players to adjust their portfolios

COMPETITIVE LANDSCAPE

Proviva cements its lead in juice through its affordability, marketing and new flavours

Foco continues to see success with line of healthy coconut water

CHANNELS

Supermarkets dominate sales thanks to their varied offer and convenience

Discounters benefit from price increases in the market

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[Soft Drinks in Sweden - Industry Overview](#)

EXECUTIVE SUMMARY

Soft drinks sees a more favourable performance in 2025

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INDUSTRY PERFORMANCE

Functional soft drinks prove popular in 2025

Reducing sugar intake a pressing concern for Swedes

Products with a clear health and wellness positioning find favour

WHAT'S NEXT?

Consumer preferences evolving with juice losing favour while demand for energy drinks rises

New flavours present opportunities for differentiation

Digital marketing and social media could be key to growth

COMPETITIVE LANDSCAPE

Coca-Cola continues to invest heavily in new product development and marketing

Löfbergs riding the wave of success in RTD coffee

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Discounters winning over price-sensitive shoppers

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