



# Coffee in Sweden

December 2023

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## Coffee in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The dominant category sees a rebound in demand  
Higher-quality demand boosts fresh coffee beans  
Strong branded players leave limited room for private label

#### PROSPECTS AND OPPORTUNITIES

Higher-quality demand to see fresh coffee beans gain on standard fresh ground coffee while sustainability is set to undermine fresh ground coffee pods  
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