

# **Bottled Water in Sweden**

December 2024

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# Bottled Water in Sweden - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Positive retail value and volume growth aided by warmer weather Local brands retain the lead, benefiting from strong Swedish identities Sustainability provides push-pull factors for bottled water

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Positive forecast growth driven by ongoing innovation, hot weather and marketing strategies Distribution is dominated by major grocery chains in Sweden Swedes reach for bottled water with added value and benefits

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