

# Juice in Sweden

December 2024

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### Juice in Sweden - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Juice volume sales continue to decline as consumers look for healthier alternatives Global shortages of oranges challenge sales of juice in Sweden International players dominate the competitive landscape in Sweden

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Health trends and sourcing issues challenge sales across the forecast period Demographic trends remain a challenge for the juice landscape Coconut and plant waters benefit from consumers' interest in health and wellness

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