



Euromonitor  
International

# HW Soft Drinks in Finland

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Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

No sugar remains the leading health and wellness claim in soft drinks  
Interest in products with functional health benefits continues to rise  
Obesity concerns boost consumption of weight management soft drinks

#### PROSPECTS AND OPPORTUNITIES

Natural soft drinks retain good growth potential  
Energy boosting set to remain one of the most dynamic health and wellness claims  
Products rich in essential nutrients will benefit from growing focus on preventive health

#### CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 7 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

## Health and Wellness in Finland - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

### DISCLAIMER

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