



# Juice in Sweden

December 2023

Table of Contents

## Juice in Sweden - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Divergent demand trends but overall off-trade volume decline for juice  
Proviva and Brava jockey for the leading position  
Foodservice continues to make gains as consumers resume pre-pandemic lifestyles

#### PROSPECTS AND OPPORTUNITIES

Juice to continue shifts to perceived healthier juice products and the on-trade channel  
Sustainability to shape offer  
Small portion healthy options to provide juice with a shot in the arm

#### CATEGORY DATA

Table 1 - Off-trade Sales of Juice by Category: Volume 2018-2023  
Table 2 - Off-trade Sales of Juice by Category: Value 2018-2023  
Table 3 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023  
Table 4 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023  
Table 6 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023  
Table 7 - NBO Company Shares of Off-trade Juice: % Value 2019-2023  
Table 8 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023  
Table 9 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028  
Table 10 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028  
Table 11 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028  
Table 12 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

## Soft Drinks in Sweden - Industry Overview

### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for soft drinks?

### MARKET DATA

Table 13 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023  
Table 14 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023  
Table 15 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023  
Table 16 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023  
Table 17 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023  
Table 18 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023  
Table 19 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023  
Table 20 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023  
Table 21 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023  
Table 22 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023  
Table 23 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023  
Table 24 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023  
Table 25 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023  
Table 26 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023  
Table 27 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 28 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023  
Table 29 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023  
Table 30 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023  
Table 31 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023  
Table 32 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023  
Table 33 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023  
Table 34 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023  
Table 35 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023  
Table 36 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023  
Table 37 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023  
Table 38 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023  
Table 39 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028  
Table 40 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028  
Table 41 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028  
Table 42 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028  
Table 43 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028  
Table 44 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028  
Table 45 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028  
Table 46 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028  
Table 47 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028  
Table 48 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

## APPENDIX

Fountain sales in Sweden

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## SOURCES

Summary 1 - Research Sources

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