

# Coffee in Sweden

December 2023

Table of Contents

## 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  
Fresh coffee beans leverages quality to appeal to consumers  
Stagnation anticipated in instant coffee

#### CATEGORY DATA

Table 1 - Retail Sales of Coffee by Category: Volume 2018-2023  
Table 2 - Retail Sales of Coffee by Category: Value 2018-2023  
Table 3 - Retail Sales of Coffee by Category: % Volume Growth 2018-2023  
Table 4 - Retail Sales of Coffee by Category: % Value Growth 2018-2023  
Table 5 - Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2018-2023  
Table 6 - NBO Company Shares of Coffee: % Retail Value 2019-2023  
Table 7 - LBN Brand Shares of Coffee: % Retail Value 2020-2023  
Table 8 - Forecast Retail Sales of Coffee by Category: Volume 2023-2028  
Table 9 - Forecast Retail Sales of Coffee by Category: Value 2023-2028  
Table 10 - Forecast Retail Sales of Coffee by Category: % Volume Growth 2023-2028  
Table 11 - Forecast Retail Sales of Coffee by Category: % Value Growth 2023-2028

## Hot Drinks in Sweden - Industry Overview

### EXECUTIVE SUMMARY

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

### MARKET DATA

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023  
Table 13 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023  
Table 14 - Retail Sales of Hot Drinks by Category: Volume 2018-2023  
Table 15 - Retail Sales of Hot Drinks by Category: Value 2018-2023  
Table 16 - Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023  
Table 17 - Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023  
Table 18 - Foodservice Sales of Hot Drinks by Category: Volume 2018-2023  
Table 19 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023  
Table 20 - Total Sales of Hot Drinks by Category: Total Volume 2018-2023  
Table 21 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023  
Table 22 - NBO Company Shares of Hot Drinks: % Retail Value 2019-2023  
Table 23 - LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023  
Table 24 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023  
Table 25 - Retail Distribution of Hot Drinks by Format: % Volume 2018-2023  
Table 26 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2023

Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028

Table 28 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 30 - Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 32 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 34 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 35 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 36 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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