

# Fortified/Functional Beverages in Sweden

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## Abstracts

Fortified/functional beverages in Sweden is dominantly comprised of FF soft drinks in 2021, with FF hot drinks having a very minor share. This is because in coffee, which is by far the greatest category in hot drinks, consumers demand exotic flavour combinations or a rich and high-quality taste, rather than fortification. Therefore, sales of FF hot drinks beverages are essentially limited to FF tea, though Zo?gas Forte (a coffee product enhanced with extra caffeine) was released in 2021 and may l...

Euromonitor International's Fortified/Functional Beverages in Sweden report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** FF Hot Drinks, FF Soft Drinks.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Fortified/Functional Beverages market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### FORTIFIED/FUNCTIONAL BEVERAGES IN SWEDEN

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

FF hot drinks is a niche with sales concentrated around FF fruit/herbal tea

FF soft drinks growth is driven by FF fruit/vegetable juice and FF energy drinks, with innovation strong in both categories

Fastest growth is seen in e-commerce thanks to its convenience and safety

#### PROSPECTS AND OPPORTUNITIES

FF fruit/herbal tea to grow with packaging designs becoming more important

Strong prospects for FF soft drinks driven by popularity of FF energy drinks

Impulse purchases set to resume as the threat of COVID-19 declines

#### CATEGORY DATA

Table 1 Sales of Fortified/Functional Beverages by Category: Value 2016-2021

Table 2 Sales of Fortified/Functional Beverages by Category: % Value Growth 2016-2021

Table 3 Key Functional Ingredients in Fortified/Functional Bottled Water: % Value 2016-2021

Table 4 Key Functional Ingredients in Fortified/Functional Non-Cola Carbonates: % Value 2016-2021

Table 5 Key Functional Ingredients in Fortified/Functional 100% Juice: % Value 2016-2021

Table 6 Key Functional Ingredients in Fortified/Functional Juice Drinks (up to 24% juice): % Value 2016-2021

Table 7 Key Functional Ingredients in Fortified/Functional Nectars (25-99% juice): % Value 2016-2021

Table 8 Key Functional Ingredients in Fortified/Functional RTD Tea: % Value 2016-2021

Table 9 NBO Company Shares of Fortified/Functional Beverages: % Value 2017-2021

Table 10 LBN Brand Shares of Fortified/Functional Beverages: % Value 2018-2021

Table 11 Distribution of Fortified/Functional Beverages by Format: % Value 2016-2021

Table 12 Forecast Sales of Fortified/Functional Beverages by Category: Value 2021-2026

Table 13 Forecast Sales of Fortified/Functional Beverages by Category: % Value Growth 2021-2026

### HEALTH AND WELLNESS IN SWEDEN

#### EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

## MARKET DATA

Table 14 Sales of Health and Wellness by Type: Value 2016-2021

Table 15 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 16 Sales of Health and Wellness by Category: Value 2016-2021

Table 17 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 18 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 19 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 20 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 21 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 22 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 23 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 24 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 25 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 26 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 27 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 28 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 29 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

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## SOURCES

Summary 1 Research Sources

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