



Search for a Better Mood: Health Beverages Thriving in the Nordics

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SEARCH FOR A BETTER MOOD: HEALTH BEVERAGES THRIVING IN THE NORDICS

Scope

Key findings

Despite the turbulent years, soft drinks market in the Nordics looks healthy

Sugar-free and energy boosting are dominating regional health claims

Energy as the major driver in functional beverages in the North

From gyms to mainstream: Functional energy drinks as trendy sports drinks

Improved immunity is sought from natural remedies

Current drivers behind the growth of functional beverages

Sugar-free as symbol of healthy

Nordic consumers prefer a big variety of flavours

Social media bringing functional brands closer to consumers

Brand loyalty and moderate price increase bring resilience to functional drinks

Emerging trends focus on wellness, relaxation and enhancing the mind

Mood enhancing beverages with adaptogens - drink yourself smarter

CBD-infused beverages are in legal grey zone but have growth potential

Hydration - a trend beyond biological necessity

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