

## **Bottled Water in Norway**

Market Direction | 2022-12-20 | 28 pages | Euromonitor

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### **Report description:**

Bottled water benefitted from increasing demand for convenience in 2022. A large proportion of purchases of still bottled water are made on impulse by consumers seeking to quench their thirst while on the go. Thus, this category saw strong growth as people resumed their pre-pandemic lifestyles and spent more time outside of their homes.

Euromonitor International's Bottled Water in Norway report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Carbonated Bottled Water, Flavoured Bottled Water, Functional Bottled Water, Still Bottled Water.

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

Why buy this report?

- \* Get a detailed picture of the Bottled Water 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.

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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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**2022 DEVELOPMENTS**

Bottled water benefits from increased demand for convenience in 2022

Bottled water unit prices largely unaffected by the abolition of the soft drinks tax, although prices nevertheless rise due to inflation

Health and wellness and convenience drive bottled water consumption

**PROSPECTS AND OPPORTUNITIES**

Moderate off-trade volume growth of bottled water over the forecast period

Modest forecast period growth for the on-trade given that it had already reached near full recovery from the pandemic in 2022

Convenience, functional ingredients and sustainability remain key forecast period trends

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