

Energy Drinks in Norway

Market Direction | 2022-12-20 | 26 pages | Euromonitor

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Report description:

Energy drinks saw dynamic, albeit decelerated, growth in 2022. The reopening of the on-trade was a strong positive driver, as 2021 was characterised by extensive outlet closures. However, there was some negative pressure from the resumption in cross-border trade, with energy drinks being a highly popular item for people going on day-trips to Sweden.

Euromonitor International's Energy Drinks 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: Reduced Sugar Energy Drinks, Regular Energy 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 Energy Drinks 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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Tax cuts put downward pressure on unit prices while strong inflation acts as a counterbalance in 2022

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