

Hot Drinks in Norway

Market Direction | 2022-12-21 | 36 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

The resumption in normal lifestyles including the return to the workplace, particularly for those who work in offices, had a negative impact on off-trade volume sales of coffee and tea in 2022. Substantial volumes of tea and coffee are paid for by employers, which are not captured in Euromonitor International data.

Euromonitor International's Hot 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 or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- * Get a detailed picture of the Hot 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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

List Of Contents And Tables

HOT DRINKS IN NORWAY

EXECUTIVE SUMMARY

Hot drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2017-2022

Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2017-2022

Table 3 Retail Sales of Hot Drinks by Category: Volume 2017-2022

Table 4 Retail Sales of Hot Drinks by Category: Value 2017-2022

Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2017-2022

Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2017-2022

Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2017-2022

Table 9 Total Sales of Hot Drinks by Category: Total Volume 2017-2022

Table 10 □ Total Sales of Hot Drinks by Category: % Total Volume Growth 2017-2022

Table 11 □ NBO Company Shares of Hot Drinks: % Retail Value 2018-2022

Table 12 □ LBN Brand Shares of Hot Drinks: % Retail Value 2019-2022

Table 13 □ Penetration of Private Label in Hot Drinks by Category: % Retail Value 2017-2022

Table 14 □ Retail Distribution of Hot Drinks by Format: % Volume 2017-2022

Table 15 □ Retail Distribution of Hot Drinks by Format and Category: % Volume 2022

Table 16 □ Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2022-2027

Table 17 □ Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2022-2027

Table 18 □ Forecast Retail Sales of Hot Drinks by Category: Volume 2022-2027

Table 19 □ Forecast Retail Sales of Hot Drinks by Category: Value 2022-2027

Table 20 □ Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2022-2027

Table 21 □ Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2022-2027

Table 22 □ Forecast Foodservice Sales of Hot Drinks by Category: Volume 2022-2027

Table 23 □ Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2022-2027

Table 24 □ Forecast Total Sales of Hot Drinks by Category: Total Volume 2022-2027

Table 25 □ Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

COFFEE IN NORWAY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Several factors negatively impact the development of off-trade volume sales in 2022

Jacobs Douwe Egberts Norge AS and Joh Johansson maintain lead in coffee
Strong progress for Nestle in coffee with its increasingly diversified portfolio

PROSPECTS AND OPPORTUNITIES

Off-trade volume sales of coffee see moderate decline over the forecast period
Premiumisation, sustainability and convenience are key forecast period trends
Modest growth of the on-trade with recovery ongoing from 2022

CATEGORY DATA

Table 26 Retail Sales of Coffee by Category: Volume 2017-2022

Table 27 Retail Sales of Coffee by Category: Value 2017-2022

Table 28 Retail Sales of Coffee by Category: % Volume Growth 2017-2022

Table 29 Retail Sales of Coffee by Category: % Value Growth 2017-2022

Table 30 Retail Sales of Fresh Coffee by Regular vs Decaffeinated: % Volume 2017-2022

Table 31 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2017-2022

Table 32 NBO Company Shares of Coffee: % Retail Value 2018-2022

Table 33 LBN Brand Shares of Coffee: % Retail Value 2019-2022

Table 34 Forecast Retail Sales of Coffee by Category: Volume 2022-2027

Table 35 □Forecast Retail Sales of Coffee by Category: Value 2022-2027

Table 36 □Forecast Retail Sales of Coffee by Category: % Volume Growth 2022-2027

Table 37 □Forecast Retail Sales of Coffee by Category: % Value Growth 2022-2027

Table 38 □Forecast Retail Sales of Fresh Coffee by Regular vs Decaffeinated: % Volume 2022-2027

TEA IN NORWAY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Resumption of cross-border trade leads to a decline in tea in 2022

Fruit/herbal tea characterised by greater functionality

Haugen-Gruppen AS and Unilever AS retain outright lead in tea in 2022

PROSPECTS AND OPPORTUNITIES

Off-trade volume sales of tea see moderate decline over the forecast period

Health and wellness remains a key trend

Modest forecast period growth of the on-trade as the channel recovers from 2022

CATEGORY DATA

Table 39 Retail Sales of Tea by Category: Volume 2017-2022

Table 40 Retail Sales of Tea by Category: Value 2017-2022

Table 41 Retail Sales of Tea by Category: % Volume Growth 2017-2022

Table 42 Retail Sales of Tea by Category: % Value Growth 2017-2022

Table 43 NBO Company Shares of Tea: % Retail Value 2018-2022

Table 44 LBN Brand Shares of Tea: % Retail Value 2019-2022

Table 45 Forecast Retail Sales of Tea by Category: Volume 2022-2027

Table 46 Forecast Retail Sales of Tea by Category: Value 2022-2027

Table 47 Forecast Retail Sales of Tea by Category: % Volume Growth 2022-2027

Table 48 □Forecast Retail Sales of Tea by Category: % Value Growth 2022-2027

OTHER HOT DRINKS IN NORWAY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Resumption of cross-border trade leads to a decline in other hot drinks in 2022

Health and wellness, demand for convenience and premiumisation key trends in other hot drinks

Leading players challenged by Starbucks

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

PROSPECTS AND OPPORTUNITIES

Off-trade volume sales of other hot drinks see moderate decline over the forecast period

The most significant forecast period trends include premiumisation and dairy-free products

Modest forecast period growth for the on-trade since recovering well in 2022

CATEGORY DATA

Table 49 Retail Sales of Other Hot Drinks by Category: Volume 2017-2022

Table 50 Retail Sales of Other Hot Drinks by Category: Value 2017-2022

Table 51 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2017-2022

Table 52 Retail Sales of Other Hot Drinks by Category: % Value Growth 2017-2022

Table 53 NBO Company Shares of Other Hot Drinks: % Retail Value 2018-2022

Table 54 LBN Brand Shares of Other Hot Drinks: % Retail Value 2019-2022

Table 55 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2022-2027

Table 56 Forecast Retail Sales of Other Hot Drinks by Category: Value 2022-2027

Table 57 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2022-2027

Table 58 □Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Hot Drinks in Norway

Market Direction | 2022-12-21 | 36 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-25
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com