

Sports Drinks in Norway

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

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Report description:

Sports drinks registered modest off-trade volume growth in 2022. While there was limited negative pressure from the restart of cross-border trade, as most purchases in the category are made on impulse, this was offset by a continued strong health trend and new product launches, as well as rising demand for convenience as people spent more time outside of the home again.

Euromonitor International's Sports 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 Sports Drinks, Regular Sports 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 Sports 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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KEY DATA FINDINGS

2022 DEVELOPMENTS

Moderate growth for sports drinks in 2022

Tax cuts put downward pressure on the unit price of sports drinks although this is counterbalanced by strong inflation in 2022

Powerade and Yt Sportsdrikk retain their lead although competition intensifies with the entry of Vitamin Well and reduced calorie Powerade

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Moderate growth sustained for sports drinks over the forecast period

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