

Energy Drinks in Norway

Market Direction | 2023-11-28 | 26 pages | Euromonitor

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Report description:

Sales of energy drinks have rocketed in Norway over the review period with sales almost doubling in retail volume terms. Successful marketing campaigns have resulted in widespread adoption of these products with some consumers drinking one or two bottles/cans a day as part of their usual routine. Students and young adults often purchase these products with the belief that it will help boost their energy and help them to achieve their daily tasks. However, players have also successfully adopted d...

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 (2018-2022), 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 2027 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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New product development remains a feature of energy drinks

Marketing plays a key role in the competitive landscape

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