

## **Soft Drinks in Norway**

Market Direction | 2023-11-28 | 81 pages | Euromonitor

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### **Report description:**

Sales have continued to normalise in 2023 after the highs of the pandemic when consumers stockpiled supplies of soft drinks. Despite this, sales remain significantly higher than pre-pandemic levels in retail volume terms, supported by consumers pursuing more active on-the-go lifestyles. This has had a particularly positive impact on sales of sports drinks and energy drinks, but also bottled water. Consumers have become increasingly conscious of the need to stay well hydrated as part of a healthy...

Euromonitor International's Soft 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: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, 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 Soft 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.

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Sports drinks likely to benefit from a wide distribution reach including in key specialist channels and gyms

## CATEGORY DATA

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##### CATEGORY DATA

Concentrates Conversions

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