

HW Soft Drinks in Norway

Market Direction | 2023-12-14 | 11 pages | Euromonitor

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Report description:

2022 was an interesting year for the health and wellness soft drinks industry in Norway as demand patterns continued to be shaped by two countervailing trends. The first of these was the positive impact of domestic tax policy, specifically the removal of the soft drinks tax on 1 July 2021, while the second was the negative impact of cross-border grocery shopping, which resumed in earnest among mass consumers in 2022 following two years of suppressed cross-border shopping activity between Norway...

Euromonitor International's HW Soft Drinks in Norway report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW 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 HW 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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reliable information resources to help drive informed strategic planning.

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HW SOFT DRINKS IN NORWAY

KEY DATA FINDINGS

2022 DEVELOPMENTS

No sugar and energy boosting remain by far the most popular options in 2022

Rising concern over obesity epidemic feels demand for no sugar soft drinks

Immune support sees growth during the post-pandemic era

PROSPECTS AND OPPORTUNITIES

Rising consumer interest in nutrition set to support sales growth

Energy boosting set to generate growth over the forecast period

Good source of vitamins also slated for growth as consumers demand better nutrition

CATEGORY DATA

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HEALTH AND WELLNESS IN NORWAY

EXECUTIVE SUMMARY

Overview

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