

Sports Drinks in Norway

Market Direction | 2023-11-28 | 25 pages | Euromonitor

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Report description:

Sports drinks has been one of the most dynamic categories within soft drinks in Norway with sales posting strong growth in retail volume terms despite the economic pressures facing the country. Sales have benefited from the increased focus on the importance of leading a more active lifestyle, with more people in Norway taking up sport and fitness activities, including joining a gym. Sports drinks are unique in that demand remains focused on regular products with a negligible presence of reduced...

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 (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 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.

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Sales benefit from consumers pursuing more physically active lifestyles

Rising prices do little to deter consumers from purchasing sports drinks

New players looking to disrupt the market

PROSPECTS AND OPPORTUNITIES

Health and fitness trend should continue to benefit sales over the forecast period

Sports drinks likely to face stiff competition from other soft drinks

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

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SOFT DRINKS IN NORWAY

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