

## **HW Soft Drinks in Norway**

Market Direction | 2024-09-24 | 15 pages | Euromonitor

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### **Report description:**

2023 was an interesting year for the health and wellness soft drinks in Norway as demand patterns continued to be shaped by two countervailing trends. The first of these was the ongoing positive impact on sales from the removal of the soft drinks tax on 1 July 2021. The withdrawal of the soft drinks tax was instrumental in keeping unit prices stable in 2023, which had a positive impact on demand across all categories of health and wellness soft drinks at a time of high inflation and pressure on...

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 2019-2023, 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 2028 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  
Euromonitor International  
September 2024

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**HW SOFT DRINKS IN NORWAY**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

No sugar and energy boosting claims remain by far the most popular options in 2023  
Rising obesity concerns feeding demand for healthier soft drinks  
Immune support soft drinks growing in popularity while kombucha continues to attract health conscious shoppers

**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 slated for growth as consumers aim for improved nutrition

**MARKET DATA**

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**HEALTH AND WELLNESS IN NORWAY**

**EXECUTIVE SUMMARY**

Health and wellness in focus  
Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

**DISCLAIMER**

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