

RTD Coffee in Norway

Market Direction | 2024-11-25 | 26 pages | Euromonitor

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Report description:

RTD coffee in Norway, led by Tine Iskaffe variants, continued to experience strong, if slower, double-digit off-trade volume and current value growth in 2024. However, the significant increases in demand often led to shortages during periods of warm weather. RTD coffee is particularly popular among young consumers, driven by trends on TikTok and other social media. Moreover, iced coffee used to be perceived as a purely summer option, but, in 2024, it gained more of an all-year-round appeal, despite...

Euromonitor International's RTD Coffee 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the RTD Coffee 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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Price inflation influences consumer spending and purchasing patterns

Tine continues to invest in the category

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