

Soft Drinks in Norway

Market Direction | 2024-11-25 | 84 pages | Euromonitor

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Report description:

Soft drinks in Norway underwent significant shifts in 2024, driven by evolving consumer preferences, company strategies and economic factors. At the end of the review period, soft drinks was marked by a strong move towards reduced and sugar-free options, thereby aligning with the growing health consciousness of local consumers. This shift was reflected in the tendency for reduced sugar categories to outperform regular ones in off-trade volume and value growth terms. Indeed, in carbonates, the re...

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 (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.

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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