

# Coffee in Norway

November 2023

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#### Coffee in Norway - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Coffee sales dip as consumers return to the workplace Foodservice sales on the path to recovery as consumers resume their old lifestyle habits Competitive landscape remains largely unchanged

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Demand for coffee likely to remain stable Fresh coffee beans undergoing premiumisation Foodservice sales set to stabilise after seeing a rapid recovery

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