

RTD Tea in Norway

November 2023

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RTD Tea in Norway - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

RTD tea sees steady growth boosted by the return of impulse purchases Kombucha capturing the attention of Norwegians with strong health claims Private label offering strong competition to the leading brands

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Slow but steady growth projected for RTD tea with a focus on healthy options Players likely to focus on developing healthier and more natural options On-trade sales set to grow at a steady pace

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