

Energy Drinks in Norway

November 2023

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Energy Drinks in Norway - Category analysis

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2023 DEVELOPMENTS

Energy drinks continues to see strong growth thanks to a diverse offer New product development remains a feature of energy drinks Marketing plays a key role in the competitive landscape

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Energy drinks looks set for further strong gains

New flavours and new consumption occasions could offer more room for growth and development Distribution landscape likely to remain varied with sales linked to different consumption occasions

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