



Other Hot Drinks in Norway

December 2025

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Other Hot Drinks in Norway - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising cocoa prices and a lack of innovation impacts the performance of other hot drinks in 2025

INDUSTRY PERFORMANCE

Price pressures and competition hinder volume growth in other hot drinks

Flavoured powder drinks records the best performance while malt-based drinks remains negligible

WHAT'S NEXT?

Rising costs are expected to shape the outlook for other hot drinks in Norway

Efficiency is set to become essential in Norway's other hot drinks

Health concerns and proposed advertising restrictions may influence future demand in other hot drinks

COMPETITIVE LANDSCAPE

Mondelez Norge AS strengthens its leadership in other hot drinks through Freia Regia

Nestlé Norge As emerges as the most dynamic player in other hot drinks in 2025

CHANNELS

Discounters leads distribution of other hot drinks despite a share decline in 2025

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Hot Drinks in Norway - Industry Overview

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Health, price rises and evolving consumer preferences shape hot drinks in Norway

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INDUSTRY PERFORMANCE

Shifting purchasing habits as rising costs reshape hot drinks in Norway

Health-led preferences drive rising demand for functional and ethically sourced hot drinks

A growing preference for ready-to-drink options intensifies competition for hot drinks

WHAT'S NEXT?

Price pressures will drive value growth as consumers shift towards more affordable hot drink options

Sustainability and transparency are set to become key drivers in hot drinks in Norway

Cold brewed drinks are expected to challenge sales of hot drinks across the forecast period

COMPETITIVE LANDSCAPE

Jacobs Douwe Egberts Norge AS maintains its leadership across hot drinks in Norway
Joh. Johansson Kaffe records dynamic growth through established coffee brands

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