



Tea in Norway

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Health, innovation and premiumisation support value growth for tea in 2025

INDUSTRY PERFORMANCE

Health and wellness trends support stable tea consumption in Norway

Product launches and flavour innovations support growth of fruit/herbal tea

WHAT'S NEXT?

Rising demand and evolving trends are set to shape the future of tea in Norway

Innovation in flavours and packaging is set to drive competitiveness

Sustainability is set to be the focal point of packaging and innovation

COMPETITIVE LANDSCAPE

Haugen-Gruppen strengthens its leadership through Twinings and sustainable initiatives

Haugen-Gruppen records dynamic growth as Twinings gains share in various categories

CHANNELS

A wide network of stores and competitive prices allows discounters to lead distribution

Discounters and supermarkets record growth through broader assortments and promotional campaigns

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Hot Drinks in Norway - Industry Overview

EXECUTIVE SUMMARY

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

KEY DATA FINDINGS

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

CHANNELS

Discounters leads hot drinks distribution as price-conscious consumers drive growth
Retail e-commerce drives growth as consumers appreciate convenience and a wide assortment
Historic coffee prices reshape consumer behaviour across on-trade and off-trade channels

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