Carbonates in Norway - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Resumption in cross-border trade and a shift towards convenience and the on-trade have a negative impact on off-trade volume sales of RTD coffee in 2022
Weak decline in unit prices amidst tax cuts on soft drinks and strong inflation
Continued shift to reduced sugar as consumers demand healthier products

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Carbonates registers moderate forecast period contraction
Health and wellness continues driving growth in carbonates
Retail e-commerce continues to achieve rapid growth

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Soft Drinks in Norway - Industry Overview

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