

Carbonates in Norway

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for reduced sugar options reshapes carbonates in Norway

INDUSTRY PERFORMANCE

Evolving consumer preferences accelerate the shift toward sugar-free carbonates
Reduced sugar formulations drive the strongest growth, supported by innovation

WHAT'S NEXT?

Reduced-sugar innovation is set to support volume growth in carbonates
Popular culture and influencer collaborations are expected to drive engagement in carbonates
Sustainable packaging is set to strengthen competitive positioning in carbonates

COMPETITIVE LANDSCAPE

Coca-Cola European Partners Norge AS maintains its leadership despite a modest share decline
Ringnes AS strengthens its position through sugar-free innovation and sustainable packaging

CHANNELS

Discounters consolidates its dominance as consumers prioritise value and accessibility
Retail e-commerce increases its share as some consumers embrace convenience and digital choice

CATEGORY DATA

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EXECUTIVE SUMMARY

Health, innovation and value drive growth in soft drinks amid shifting consumer trends

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Growth for soft drinks is driven by health-conscious choices and functional appeal
Shifts in soft drinks are driven by health trends, weather and ongoing innovation
Inflation continues to impact consumer purchasing and promotional activity in soft drinks

WHAT'S NEXT?

Rising consumer demand for healthier and functional beverages is set to drive growth in soft drinks
Potential advertising restrictions could reshape soft drinks across the forecast period
Sustainable packaging and innovative designs are set to drive growth in soft drinks

COMPETITIVE LANDSCAPE

Ringnes AS strengthens its leadership in soft drinks through a focus on sugar-free innovation
Lerum Fabrikker AS increases its share through innovation and sugar-free expansion

CHANNELS

Discounters strengthens its lead as consumers appreciate a broad assortment and affordable prices
Growth for retail e-commerce is driven by demand for convenience and home delivery
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