



Soft Drinks in Norway

December 2025

[Table of Contents](#)

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

Foodservice vs retail split

MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 13 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 14 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 15 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025

Table 16 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025

Table 17 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025

Table 18 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025

Table 19 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 20 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 21 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 22 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 23 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 24 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 25 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 26 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 27 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 28 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 29 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 30 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 31 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 32 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 33 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 34 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 35 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 36 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in Norway

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Bottled Water in Norway](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Heatwaves, health trends and value buying shapes bottled water in Norway

INDUSTRY PERFORMANCE

Bottled water sales rise amid heatwaves and value-seeking consumer behaviour

Functional bottled water drives growth aligned with health and wellness trends

WHAT'S NEXT?

Bottled water sales are set to grow amid health, convenience and innovation trends

Sustainability is set to be a key as player focus on alternative packaging

Functional bottled water and flavoured bottled water benefit from health positioning and enhanced taste

COMPETITIVE LANDSCAPE

Ringnes AS strengthens its leadership through innovation and strategic brand positioning

Vitamin Well accelerates growth through flavour innovation and strong brand momentum

CHANNELS

Discounters consolidates its leadership in bottled water distribution amid economic pressures

Discounters gains momentum as consumers prioritise affordability and accessibility

CATEGORY DATA

Table 37 - Off-trade Sales of Bottled Water by Category: Volume 2020-2025

Table 38 - Off-trade Sales of Bottled Water by Category: Value 2020-2025

Table 39 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2020-2025

Table 40 - Off-trade Sales of Bottled Water by Category: % Value Growth 2020-2025

Table 41 - NBO Company Shares of Off-trade Bottled Water: % Volume 2021-2025

Table 42 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2022-2025

Table 43 - NBO Company Shares of Off-trade Bottled Water: % Value 2021-2025

Table 44 - LBN Brand Shares of Off-trade Bottled Water: % Value 2022-2025

Table 45 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2025-2030

Table 46 - Forecast Off-trade Sales of Bottled Water by Category: Value 2025-2030

Table 47 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2025-2030

Table 48 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Carbonates in Norway

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

Table 49 - Off-trade vs On-trade Sales of Carbonates: Volume 2020-2025

Table 50 - Off-trade vs On-trade Sales of Carbonates: Value 2020-2025

Table 51 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2020-2025

Table 52 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2020-2025

Table 53 - Off-trade Sales of Carbonates by Category: Volume 2020-2025

Table 54 - Off-trade Sales of Carbonates by Category: Value 2020-2025

Table 55 - Off-trade Sales of Carbonates by Category: % Volume Growth 2020-2025

Table 56 - Off-trade Sales of Carbonates by Category: % Value Growth 2020-2025

Table 57 - Total Sales of Carbonates by Fountain On-trade: Volume 2020-2025

Table 58 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2020-2025

Table 59 - NBO Company Shares of Off-trade Carbonates: % Volume 2021-2025

Table 60 - LBN Brand Shares of Off-trade Carbonates: % Volume 2022-2025

Table 61 - NBO Company Shares of Off-trade Carbonates: % Value 2021-2025

Table 62 - LBN Brand Shares of Off-trade Carbonates: % Value 2022-2025

Table 63 - Forecast Off-trade Sales of Carbonates by Category: Volume 2025-2030

Table 64 - Forecast Off-trade Sales of Carbonates by Category: Value 2025-2030

Table 65 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2025-2030

Table 66 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2025-2030

Table 67 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2025-2030

Table 68 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Concentrates in Norway

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sugar-free innovation drives growth in concentrates in Norway during 2025

INDUSTRY PERFORMANCE

Off-trade RTD concentrate sales rise in Norway, driven by sugar-free innovations and consumer health trends

Liquid concentrates lead growth, boosted by sugar-free innovations and social media trends

WHAT'S NEXT?

Off-trade sales are expected to grow, driven by sugar-free and health-focused products

Growth is expected to be driven by innovation while sustainability practices rise

Players may focus on innovation to offset the challenge from energy drinks and sports drinks

COMPETITIVE LANDSCAPE

Lerum Fabrikker AS strengthens its leadership in concentrates with innovative sugar-free offerings

Lerum Fabrikker AS records dynamic growth while players focus on flavour innovation

CHANNELS

Discounters strengthens its lead in concentrates through competitive pricing and convenience

Retail e-commerce records growth as consumers appreciate convenience and choice

Concentrates Conversions

Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

CATEGORY DATA

Table 69 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025

Table 70 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025

Table 71 - Off-trade Sales of Concentrates by Category: Value 2020-2025

Table 72 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025

Table 73 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025

Table 74 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025

Table 75 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025

Table 76 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025

Table 77 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025

Table 78 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025

Table 79 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025

Table 80 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030

Table 81 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030

Table 82 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030

Table 83 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Juice in Norway](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price pressures and health trends impact sales of juice during 2025

INDUSTRY PERFORMANCE

The sharp increase in orange prices drives a decline in juice volume sales

Value-focused juice drinks and health-driven innovation shape performance

WHAT'S NEXT?

Price volatility is set to weigh on demand, despite a growing interest in fresh and healthy options

Convenience and functional innovation are expected to support sales
Sustainability and regulatory trends are expected to impact juice across the forecast period

COMPETITIVE LANDSCAPE

Sunniva Drikker AS maintains juice leadership amid ongoing price pressures
Rema 1000 Norge AS emerges as the most dynamic player in juice during 2025

CHANNELS

Discounters improves its share in 2025, dominating juice distribution
Retail e-commerce records growth as consumers appreciate convenience and choice

CATEGORY DATA

Table 84 - Off-trade Sales of Juice by Category: Volume 2020-2025
Table 85 - Off-trade Sales of Juice by Category: Value 2020-2025
Table 86 - Off-trade Sales of Juice by Category: % Volume Growth 2020-2025
Table 87 - Off-trade Sales of Juice by Category: % Value Growth 2020-2025
Table 88 - NBO Company Shares of Off-trade Juice: % Volume 2021-2025
Table 89 - LBN Brand Shares of Off-trade Juice: % Volume 2022-2025
Table 90 - NBO Company Shares of Off-trade Juice: % Value 2021-2025
Table 91 - LBN Brand Shares of Off-trade Juice: % Value 2022-2025
Table 92 - Forecast Off-trade Sales of Juice by Category: Volume 2025-2030
Table 93 - Forecast Off-trade Sales of Juice by Category: Value 2025-2030
Table 94 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2025-2030
Table 95 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[RTD Coffee in Norway](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience and flavour innovations drive growth for RTD coffee in Norway in 2025

INDUSTRY PERFORMANCE

Double-digit volume growth as RTD coffee captures the attention of Gen Z consumers
Price sensitivity leads some consumers to trade down to private label options

WHAT'S NEXT?

Health-driven moderation tempers growth potential but RTD coffee remains a popular convenience choice
Innovation centred on functionality and cleaner formulations is set to drive growth for RTD coffee
Proposed restrictions on marketing to children may intensify scrutiny of RTD coffee

COMPETITIVE LANDSCAPE

Tine SA strengthens its leadership through portfolio expansion and sustained product innovation
Plant-based innovative drives growth for Oatly Norway AS in RTD coffee

CHANNELS

Discounters remains the primary distribution channel for RTD coffee, despite a slight decline in share
On-the-go lifestyle trends lead convenience stores to drive dynamic growth in RTD coffee

CATEGORY DATA

Table 96 - Off-trade Sales of RTD Coffee: Volume 2020-2025
Table 97 - Off-trade Sales of RTD Coffee: Value 2020-2025
Table 98 - Off-trade Sales of RTD Coffee: % Volume Growth 2020-2025

Table 99 - Off-trade Sales of RTD Coffee: % Value Growth 2020-2025

Table 100 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2021-2025

Table 101 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2022-2025

Table 102 - NBO Company Shares of Off-trade RTD Coffee: % Value 2021-2025

Table 103 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2022-2025

Table 104 - Forecast Off-trade Sales of RTD Coffee: Volume 2025-2030

Table 105 - Forecast Off-trade Sales of RTD Coffee: Value 2025-2030

Table 106 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2025-2030

Table 107 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

RTD Tea in Norway

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health trends support RTD tea sales despite flat off-trade volume growth

INDUSTRY PERFORMANCE

Rising consumer health consciousness supports sales of RTD teas in Norway

Carbonated RTD tea and kombucha lead growth in RTD tea during 2025

WHAT'S NEXT?

Marginal growth expected for RTD tea amid health trends and changing consumption patterns

Innovation in RTD tea is set to be driven by health trends and a demand for natural ingredients

Potential advertising advantage for RTD tea if restrictions on unhealthy drinks are introduced

COMPETITIVE LANDSCAPE

Tine SA maintains its leadership in RTD tea despite increased competition

Rising interest in kombucha drives dynamic growth for smaller players

CHANNELS

Discounters maintain the lead in RTD tea distribution despite shifting shares

Non-grocery retailers drive growth as carbonated RTD tea and kombucha expand across health channels

CATEGORY DATA

Table 108 - Off-trade Sales of RTD Tea by Category: Volume 2020-2025

Table 109 - Off-trade Sales of RTD Tea by Category: Value 2020-2025

Table 110 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025

Table 111 - Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025

Table 112 - Leading Flavours for Off-trade RTD Tea: % Volume 2020-2025

Table 113 - NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025

Table 114 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025

Table 115 - NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025

Table 116 - LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025

Table 117 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030

Table 118 - Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030

Table 119 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030

Table 120 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Energy Drinks in Norway

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth is fuelled by functionality, taste, and sugar-free innovation

INDUSTRY PERFORMANCE

Energy drinks records growth as functionality and enjoyment drive consumer demand

Reduced sugar energy drinks drive growth amid health and innovation trends

WHAT'S NEXT?

Energy drinks is forecast to grow, led by reduced-sugar innovations and bold branding

Ongoing movements to reduce energy drink consumption among young consumers may challenge sales

New sugar-free brands and flavours are set to create growth opportunities in energy drinks

COMPETITIVE LANDSCAPE

Coca-Cola European Partners Norge AS maintains its leadership despite a slight share decline

Ringnes AS leads growth in energy drinks, while innovation intensifies competition

CHANNELS

Discounters strengthens its position as the leading distribution channel for energy drinks in 2025

Supermarkets records growth while ontrade channels drive sales of energy drinks

CATEGORY DATA

Table 121 - Off-trade Sales of Energy Drinks: Volume 2020-2025

Table 122 - Off-trade Sales of Energy Drinks: Value 2020-2025

Table 123 - Off-trade Sales of Energy Drinks: % Volume Growth 2020-2025

Table 124 - Off-trade Sales of Energy Drinks: % Value Growth 2020-2025

Table 125 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2021-2025

Table 126 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2022-2025

Table 127 - NBO Company Shares of Off-trade Energy Drinks: % Value 2021-2025

Table 128 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2022-2025

Table 129 - Forecast Off-trade Sales of Energy Drinks: Volume 2025-2030

Table 130 - Forecast Off-trade Sales of Energy Drinks: Value 2025-2030

Table 131 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2025-2030

Table 132 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Sports Drinks in Norway](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth for sports drinks is driven by health, wellness, and functional hydration

INDUSTRY PERFORMANCE

Sports drinks records growth amid health trends and regulatory scrutiny

Regular sports drinks leads category expansion with strong brand support

WHAT'S NEXT?

Sports drinks is expected to drive growth through functionality, innovation, and health trends

Alternative soft drinks are expected to remain a threat to sports drinks

Advertising restrictions may reshape marketing strategies for sports drinks

COMPETITIVE LANDSCAPE

Coca-Cola European Partners Norge AS consolidates its leadership through its well-regarded brand Powerade
Tine AS drives momentum as competition intensifies in sports drinks

CHANNELS

Discounters strengthens its role as the leading channel for sports drinks
Retail e-commerce emerges as the most dynamic channel for sports drinks

CATEGORY DATA

Table 133 - Off-trade Sales of Sports Drinks: Volume 2020-2025
Table 134 - Off-trade Sales of Sports Drinks: Value 2020-2025
Table 135 - Off-trade Sales of Sports Drinks: % Volume Growth 2020-2025
Table 136 - Off-trade Sales of Sports Drinks: % Value Growth 2020-2025
Table 137 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2021-2025
Table 138 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2022-2025
Table 139 - NBO Company Shares of Off-trade Sports Drinks: % Value 2021-2025
Table 140 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2022-2025
Table 141 - Forecast Off-trade Sales of Sports Drinks: Volume 2025-2030
Table 142 - Forecast Off-trade Sales of Sports Drinks: Value 2025-2030
Table 143 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2025-2030
Table 144 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2025-2030

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