



Euromonitor
International

Bottled Water in Norway

December 2025

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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

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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

Foodservice vs retail split

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