

HW Soft Drinks in Norway

December 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

No sugar and energy boosting remain by far the most popular options in 2022

Rising concern over obesity epidemic fuels demand for no sugar soft drinks

Immune support sees growth during the post-pandemic era

PROSPECTS AND OPPORTUNITIES

Rising consumer interest in nutrition set to support sales growth

Energy boosting set to generate growth over the forecast period

Good source of vitamins also slated for growth as consumers demand better nutrition

CATEGORY DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 5 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 6 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 7 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Norway - Industry Overview

EXECUTIVE SUMMARY

Overview

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