

# Concentrates in Norway

December 2022

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## Concentrates in Norway - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Negative pressure on concentrates from the restart of cross-border trade and people spending more time outside the home in 2022

Tax cuts puts downward pressure on the unit prices of concentrates while this is counterbalanced by strong inflation in 2022

Growing consumer shift to sugar free remains a key trend in 2022

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Health trend and premiumisation restrain forecast period volume growth

Health and wellness trend continues to shape demand for concentrates

Liquid concentrates outperforms powder concentrates over the forecast period

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