



# Tea in Norway

December 2025

Table of Contents

## Tea in Norway - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Health, innovation and premiumisation support value growth for tea in 2025

#### INDUSTRY PERFORMANCE

Health and wellness trends support stable tea consumption in Norway

Product launches and flavour innovations support growth of fruit/herbal tea

#### WHAT'S NEXT?

Rising demand and evolving trends are set to shape the future of tea in Norway

Innovation in flavours and packaging is set to drive competitiveness

Sustainability is set to be the focal point of packaging and innovation

#### COMPETITIVE LANDSCAPE

Haugen-Gruppen strengthens its leadership through Twinings and sustainable initiatives

Haugen-Gruppen records dynamic growth as Twinings gains share in various categories

#### CHANNELS

A wide network of stores and competitive prices allows discounters to lead distribution

Discounters and supermarkets record growth through broader assortments and promotional campaigns

#### CATEGORY DATA

Table 1 - Retail Sales of Tea by Category: Volume 2020-2025

Table 2 - Retail Sales of Tea by Category: Value 2020-2025

Table 3 - Retail Sales of Tea by Category: % Volume Growth 2020-2025

Table 4 - Retail Sales of Tea by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Tea: % Retail Value 2021-2025

Table 6 - LBN Brand Shares of Tea: % Retail Value 2022-2025

Table 7 - Forecast Retail Sales of Tea by Category: Volume 2025-2030

Table 8 - Forecast Retail Sales of Tea by Category: Value 2025-2030

Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

## Hot Drinks in Norway - Industry Overview

### EXECUTIVE SUMMARY

Health, price rises and evolving consumer preferences shape hot drinks in Norway

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Shifting purchasing habits as rising costs reshape hot drinks in Norway

Health-led preferences drive rising demand for functional and ethically sourced hot drinks

A growing preference for ready-to-drink options intensifies competition for hot drinks

#### WHAT'S NEXT?

Price pressures will drive value growth as consumers shift towards more affordable hot drink options

Sustainability and transparency are set to become key drivers in hot drinks in Norway

Cold brewed drinks are expected to challenge sales of hot drinks across the forecast period

## COMPETITIVE LANDSCAPE

Jacobs Douwe Egberts Norge AS maintains its leadership across hot drinks in Norway

Joh. Johannson Kaffe records dynamic growth through established coffee brands

## CHANNELS

Discounters leads hot drinks distribution as price-conscious consumers drive growth

Retail e-commerce drives growth as consumers appreciate convenience and a wide assortment

Historic coffee prices reshape consumer behaviour across on-trade and off-trade channels

## MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025

Table 13 - Retail Sales of Hot Drinks by Category: Volume 2020-2025

Table 14 - Retail Sales of Hot Drinks by Category: Value 2020-2025

Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025

Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025

Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025

Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025

Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025

Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025

Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025

Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025

Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025

Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025

Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030

Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/tea-in-norway/report](http://www.euromonitor.com/tea-in-norway/report).