



RTD Tea in Norway

December 2025

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RTD Tea in Norway - Category analysis

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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

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Discounters maintain the lead in RTD tea distribution despite shifting shares

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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

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