



**Euromonitor
International**

Hot Drinks in Norway

December 2025

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EXECUTIVE SUMMARY

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

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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

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

Joh. Johansson Kaffe records dynamic growth through established coffee brands

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[Tea in Norway](#)

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