



Soft Drinks in Norway

December 2025

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Soft Drinks in Norway

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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WHAT'S NEXT?

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Growth is expected to be driven by innovation while sustainability practices rise
Players may focus on innovation to offset the challenge from energy drinks and sports drinks

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[Juice in Norway](#)

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WHAT'S NEXT?

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Convenience and functional innovation are expected to support sales
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[RTD Tea in Norway](#)

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Carbonated RTD tea and kombucha lead growth in RTD tea during 2025

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[Energy Drinks in Norway](#)

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INDUSTRY PERFORMANCE

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Reduced sugar energy drinks drive growth amid health and innovation trends

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Ongoing movements to reduce energy drink consumption among young consumers may challenge sales

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Coca-Cola European Partners Norge AS maintains its leadership despite a slight share decline

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