



**Euromonitor
International**

Soft Drinks in Norway

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EXECUTIVE SUMMARY

Health, innovation and value drive growth in soft drinks amid shifting consumer trends

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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

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Ringnes AS strengthens its leadership in soft drinks through a focus on sugar-free innovation

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