



# Juice in Norway

December 2025

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## Juice in Norway - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Price pressures and health trends impact sales of juice during 2025

#### INDUSTRY PERFORMANCE

The sharp increase in orange prices drives a decline in juice volume sales

Value-focused juice drinks and health-driven innovation shape performance

#### WHAT'S NEXT?

Price volatility is set to weigh on demand, despite a growing interest in fresh and healthy options

Convenience and functional innovation are expected to support sales

Sustainability and regulatory trends are expected to impact juice across the forecast period

#### COMPETITIVE LANDSCAPE

Sunniva Drikker AS maintains juice leadership amid ongoing price pressures

Rema 1000 Norge AS emerges as the most dynamic player in juice during 2025

#### CHANNELS

Discounters improves its share in 2025, dominating juice distribution

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## Soft Drinks in Norway - Industry Overview

### 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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