



Euromonitor
International

Sports Drinks in Norway

December 2025

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2025 DEVELOPMENTS

Growth for sports drinks is driven by health, wellness, and functional hydration

INDUSTRY PERFORMANCE

Sports drinks records growth amid health trends and regulatory scrutiny

Regular sports drinks leads category expansion with strong brand support

WHAT'S NEXT?

Sports drinks is expected to drive growth through functionality, innovation, and health trends

Alternative soft drinks are expected to remain a threat to sports drinks

Advertising restrictions may reshape marketing strategies for sports drinks

COMPETITIVE LANDSCAPE

Coca-Cola European Partners Norge AS consolidates its leadership through its well-regarded brand Powerade

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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

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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

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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