



HW Soft Drinks in Norway

January 2026

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HW Soft Drinks in Norway - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sugar reduction, functional formulations, and new product variants shape 2024

INDUSTRY PERFORMANCE

No sugar, high protein and fortified benefits shape soft drink innovation in 2024

No sugar innovation drives sales of soft drinks during rising health consciousness

The energy boosting claim drives sales as energy drinks rise in popularity

WHAT'S NEXT

Growth is set to be driven by health claims and functional innovation

The no sugar positioning is set to remain a key sales driver of soft drinks in Norway

Regulatory measures and innovation is set to shape energy boosting energy drinks

CATEGORY DATA

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Health and Wellness in Norway - Industry Overview

EXECUTIVE SUMMARY

Norwegian consumers favour natural, local and fortified/functional products in 2024

INDUSTRY PERFORMANCE

Natural claims and local products influence health perceptions across categories

Fortified/functional claims and low or no sugar shape everyday health choices

WHAT'S NEXT

Natural, low sugar and digestive health is set to support innovation across the forecast period

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