



Euromonitor
International

Concentrates in Norway

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sugar-free innovation drives growth in concentrates in Norway during 2025

INDUSTRY PERFORMANCE

Off-trade RTD concentrate sales rise in Norway, driven by sugar-free innovations and consumer health trends

Liquid concentrates lead growth, boosted by sugar-free innovations and social media trends

WHAT'S NEXT?

Off-trade sales are expected to grow, driven by sugar-free and health-focused products

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

COMPETITIVE LANDSCAPE

Lerum Fabrikker AS strengthens its leadership in concentrates with innovative sugar-free offerings

Lerum Fabrikker AS records dynamic growth while players focus on flavour innovation

CHANNELS

Discounters strengthens its lead in concentrates through competitive pricing and convenience

Retail e-commerce records growth as consumers appreciate convenience and choice

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EXECUTIVE SUMMARY

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

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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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Growth for retail e-commerce is driven by demand for convenience and home delivery

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