



**Euromonitor
International**

Energy Drinks in Norway

December 2025

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Energy Drinks in Norway - Category analysis

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2025 DEVELOPMENTS

Growth is fuelled by functionality, taste, and sugar-free innovation

INDUSTRY PERFORMANCE

Energy drinks records growth as functionality and enjoyment drive consumer demand

Reduced sugar energy drinks drive growth amid health and innovation trends

WHAT'S NEXT?

Energy drinks is forecast to grow, led by reduced-sugar innovations and bold branding

Ongoing movements to reduce energy drink consumption among young consumers may challenge sales

New sugar-free brands and flavours are set to create growth opportunities in energy drinks

COMPETITIVE LANDSCAPE

Coca-Cola European Partners Norge AS maintains its leadership despite a slight share decline

Ringnes AS leads growth in energy drinks, while innovation intensifies competition

CHANNELS

Discounters strengthens its position as the leading distribution channel for energy drinks in 2025

Supermarkets records growth while ontrade channels drive sales of energy drinks

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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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