



**Euromonitor  
International**

# HW Soft Drinks in Norway

September 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

No sugar and energy boosting claims remain by far the most popular options in 2023

Rising obesity concerns feeding demand for healthier soft drinks

Immune support soft drinks growing in popularity while kombucha continues to attract health conscious shoppers

#### PROSPECTS AND OPPORTUNITIES

Rising consumer interest in nutrition set to support sales growth

Energy boosting set to generate growth over the forecast period

Good source of vitamins slated for growth as consumers aim for improved nutrition

#### MARKET DATA

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## Health and Wellness in Norway - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

### DISCLAIMER

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