

# Concentrates in Norway

November 2023

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## Concentrates in Norway - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales of liquid concentrates decline as consumers return to their pre-pandemic lifestyles  
Sugar free products proving popular  
Lipton continues to dominate powder concentrates with Unilever responding to changing consumer demands

#### PROSPECTS AND OPPORTUNITIES

Mixed fortunes projected for liquid and powder concentrates  
Consumers want less sugar but with fewer artificial sweeteners  
Sustainability concerns could benefit concentrates

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