

Juice in Norway

November 2023

Table of Contents

Juice in Norway - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resumption of cross-border trade and fewer sit-down breakfasts limits sales of juice in 2023

Players launch products with new claims to win over consumers

Private label a key player in juice

PROSPECTS AND OPPORTUNITIES

Bleak outlook for juice

Health and convenience likely to influence demand

E-commerce and discounters expected to be the key channels to look out for while on-trade sales are set to drag

CATEGORY DATA

- Table 1 Off-trade Sales of Juice by Category: Volume 2018-2023
- Table 2 Off-trade Sales of Juice by Category: Value 2018-2023
- Table 3 Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
- Table 4 Off-trade Sales of Juice by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Off-trade Juice: % Volume 2019-2023
- Table 6 LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
- Table 7 NBO Company Shares of Off-trade Juice: % Value 2019-2023
- Table 8 LBN Brand Shares of Off-trade Juice: % Value 2020-2023
- Table 9 Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
- Table 10 Forecast Off-trade Sales of Juice by Category: Value 2023-2028
- Table 11 Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
- Table 12 Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

Soft Drinks in Norway - Industry Overview

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

- Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023
- Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023
- Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023
- Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023
- Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023
- Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023
- Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023
- Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023
- Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023
- Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023
- Table 23 Off-trade Sales of Soft Drinks by Category: Value 2018-2023
- Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023
- Table 25 Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023
- Table 26 Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023
- Table 27 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

- Table 28 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023
- Table 29 NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023
- Table 30 LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023
- Table 31 Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023
- Table 32 Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023
- Table 33 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023
- Table 34 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023
- Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028
- Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028
- Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028
- Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028
- Table 39 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028
- Table 40 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028
- Table 41 Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028
- Table 42 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028
- Table 43 Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028
- Table 44 Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Norway

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SOURCES

Summary 1 - Research Sources

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