

# Sports Drinks in Norway

November 2023

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## Sports Drinks in Norway - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales benefit from consumers pursuing more physically active lifestyles

Rising prices do little to deter consumers from purchasing sports drinks

New players looking to disrupt the market

#### PROSPECTS AND OPPORTUNITIES

Health and fitness trend should continue to benefit sales over the forecast period

Sports drinks likely to face stiff competition from other soft drinks

Sports drinks likely to benefit from a wide distribution reach including in key specialist channels and gyms

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