

# HW Soft Drinks in Norway

December 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

No sugar and energy boosting remain by far the most popular options in 2022

Rising concern over obesity epidemic fuels demand for no sugar soft drinks

Immune support sees growth during the post-pandemic era

#### 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 also slated for growth as consumers demand better nutrition

#### CATEGORY DATA

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### Health and Wellness in Norway - Industry Overview

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Overview

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