

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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