



# Tea in Norway

November 2023

Table of Contents

## Tea in Norway - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

A tough time for tea as cross-border trade resumes and consumers return to the workplace

Fruit/herbal tea continues to appeal to health-conscious consumers

Twinings maintains its lead in tea with a broad and expanding offer

#### PROSPECTS AND OPPORTUNITIES

Mixed outlook for tea with consumers expected to favour options with clear health and wellness claims

Health and wellness trend likely to have a mixed impact on sales of tea in Norway

Foodservice sales set to see a full recovery while retail distribution could become more diversified

#### CATEGORY DATA

Table 1 - Retail Sales of Tea by Category: Volume 2018-2023

Table 2 - Retail Sales of Tea by Category: Value 2018-2023

Table 3 - Retail Sales of Tea by Category: % Volume Growth 2018-2023

Table 4 - Retail Sales of Tea by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Tea: % Retail Value 2019-2023

Table 6 - LBN Brand Shares of Tea: % Retail Value 2020-2023

Table 7 - Forecast Retail Sales of Tea by Category: Volume 2023-2028

Table 8 - Forecast Retail Sales of Tea by Category: Value 2023-2028

Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2023-2028

Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2023-2028

## Hot Drinks in Norway - Industry Overview

### EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

### MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023

Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023

Table 13 - Retail Sales of Hot Drinks by Category: Volume 2018-2023

Table 14 - Retail Sales of Hot Drinks by Category: Value 2018-2023

Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023

Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2018-2023

Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023

Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2018-2023

Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023

Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2019-2023

Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023

Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023

Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2018-2023

Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2023

Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028

Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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