



# Bottled Water in Norway

November 2023

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## Bottled Water in Norway - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Still bottled water face stiff competition from tap water  
Carbonated, functional and flavoured bottled water benefiting from healthy image  
Ringnes continues to invest in new product development

#### PROSPECTS AND OPPORTUNITIES

Healthy image of functional and flavoured bottled water set to drive sales  
Good quality tap water likely to remain the major obstacle to growth  
Functional claims could help to build interest while sustainable packaging is expected to remain a key focus

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