



**Euromonitor
International**

Coffee in Norway

December 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Premiumisation, price rises, and eco-certified offerings support value growth for coffee

INDUSTRY PERFORMANCE

Rising prices drive value sales of coffee, while volume growth struggles

Fresh coffee beans drives value sales through premiumisation and a strong retail presence

WHAT'S NEXT?

Rising coffee sales are expected amid price fluctuations in Norway

Evolving tastes and health trends are set to fuel innovation in Norway's coffee

Operational efficiency and sustainability are set to shape coffee in Norway

COMPETITIVE LANDSCAPE

Jacobs Douwe Egberts Norge AS improves its lead through a wide range of coffee options

Joh. Johansson Kaffe drives dynamic growth amid shifting consumer preferences in Norway

CHANNELS

Discounters leads coffee distribution as other channels gain share in Norway

Retail e-commerce drives growth through offering convenience and a wide range of goods

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Hot Drinks in Norway - Industry Overview

EXECUTIVE SUMMARY

Health, price rises and evolving consumer preferences shape hot drinks in Norway

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INDUSTRY PERFORMANCE

Shifting purchasing habits as rising costs reshape hot drinks in Norway

Health-led preferences drive rising demand for functional and ethically sourced hot drinks

A growing preference for ready-to-drink options intensifies competition for hot drinks

WHAT'S NEXT?

Price pressures will drive value growth as consumers shift towards more affordable hot drink options

Sustainability and transparency are set to become key drivers in hot drinks in Norway

Cold brewed drinks are expected to challenge sales of hot drinks across the forecast period

COMPETITIVE LANDSCAPE

Jacobs Douwe Egberts Norge AS maintains its leadership across hot drinks in Norway
Joh. Johansson Kaffe records dynamic growth through established coffee brands

CHANNELS

Discounters leads hot drinks distribution as price-conscious consumers drive growth
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